

## BPA PROJECT

### Team Events: SBM, FAT, GMT, PMT

# SBM/FAT/GMT/PMT

Description:	This project is based on the Small Business Management Team, Global Marketing Team, Presentation Management Team, and Financial Analyst Team events.
Teams:	CHOOSE <u>ONE</u> OF THE TOPICS FOR YOUR TEAM. Teams should consist of 2-4 students.
Finished Product:	Your completed presentation (Google Slides or PowerPoint) should be shared/emailed by 11:59pm on the due date. Your PowerPoint should be 10-15 slides in length. It should be PROFESSIONAL, PERSUASIVE, and PERFECT (no spelling or grammatical errors). You need to tell the story of your business idea ... and it needs to be DETAILED.
Grading:	This PowerPoint is worth a total of 300 points.
Work Days:	September 29, 30, and October 1.
Due Date:	Your PowerPoint is due by 11:59pm on <b>October 1</b> . Presentations will be made over following 4-5 class periods (2-3 per day).

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### SMALL BUSINESS MANAGEMENT TEAM TOPIC

A local business owner, Katie Jones, is looking for ways to improve her photography business. She has been taking professional photos for several years and has built clientele from the local area and surrounding cities. She takes photos for weddings, birthdays, family pictures, and other significant life events. The business keeps her extremely busy and takes away a significant amount of time from her family and other personal pursuits. She would like to spend less time working in order to spend more time with her family and pursue other types of photography but has to continue making the revenue she has been making in order to make her business worth her time and pay for equipment upgrades. She has hired your team to help her devise some business strategies that will help her continue her business and achieve her personal goals.

Currently, a client will book an appointment with Katie. She will prepare for the event, take the photos, and then spend time editing the photos and creating the products the client asks for. Most of the products Katie prints are outsourced and shipped to Katie, who then delivers the products. The majority of products are just normal photo prints of different sizes. She has thought about creating new products, but isn't sure what to create or if the cost will be worth it to her clients as they order what they specifically want. Her prices are all individually contracted without a pricing system because each event and its needs are uniquely different.

Katie has thought through some of the obvious factors. She knows she needs to generate more revenue. She could easily charge more money across all levels of her business, but since most of her clients are local, charging more money will break the personal connection and they will hire a different photographer for less money.

Another limiting factor is time. She has thought about hiring help. Having help with taking and editing photos would easily free up her time, but she is worried about quality control and still making enough money for herself after paying for the employees. Another position she has thought about hiring is an assistant who helps with scheduling, but again is afraid that her revenue stream is not large enough to cover the new expense.

Prepare a presentation for Katie with your suggestions for her company including, but not limited to, the questions below.

- How can Katie generate more revenue without spending more time working on the business?
- How can Katie alleviate her time spent on the business without generating less revenue/profit?
- What types of hired positions could Katie use to efficiently grow her business?
- Are there different products and services Katie can offer?
- How can all of the discussed elements help Katie feel confident that her business will grow and protect everything she has worked for (i.e., profit, reputation, etc.)?

## FINANCIAL ANALYST TEAM TOPIC

The Stock-Up Paper Co. was started as a small, private corporation in 2000 in the Scranton, Ohio area. Scott, the Founder and CEO, began by selling paper products to local businesses with just three employees. Over the past twenty years, the company was so successful at selling paper products that they began selling all office products; by 2020, the Stock-Up Paper Co. was a leading distributor of all office products in the Ohio region.

Stock-Up first differentiated itself from big box competitors by the high level of customer service they provide. Each customer was assigned to their own personal salesperson who took the time to get to know their customers and their needs. Stock-Up now employs six sales people; all salespersons are paid a base salary plus a commission of 5% of their sales. The salespeople are authorized to make small concessions to larger customers in an effort to provide top-level customer service. Dan, the Sales Manager, believes that these concessions are immaterial and do not significantly impact the profitability of the company; although they do significantly impact the satisfaction of the customers.

In 2010 Stock-Up introduced a website with a sales portal where customers can place their orders directly through the website without going through a salesperson. The website has been very popular, and Stock-Up saw an increase in sales; however most of the long-time customers still prefer to place their orders through their personal salesperson. Despite the fact that sales have been steadily increasing, profit margins keep shrinking and in 2020, Stock-Up posted its first loss.

Selected Financial Data	
Fiscal Year End 2020	
Sales	\$ 16,359,417
Cost of Goods Sold	13,669,686
Warehouse Expenses (including personnel)	869,855
Freight-Out Expenses	504,191
Sales Personnel Expenses	540,993
Other Operating Expenses	769,855
Interest Expense	46,191

Stock-Up's accountant, Lynn, further analyzed sales from the past year and discovered that almost half of all sales were from Internet orders, while the other half were placed through the salespeople. However, when Scott looked at the number of orders, almost 85% of all orders were placed through salespeople. Internet customers tended to place fewer, larger orders while those ordering through their personal salesperson tended to place smaller orders more frequently. Each order is manually packed once it is placed by the warehouse personnel. Rob, the Warehouse Manager, is concerned because the warehouse personnel are currently working at maximum capacity; and if sales continue to increase, they will need to hire more workers. The warehouse is already working overtime a couple of weekends a month just to keep up with the current demand. Stock-Up uses a commercial shipping company to ship all orders, and charges customers 2% of the total order for shipping.

Lynn also noticed that the majority of Internet customers paid for their orders at the time of sale, while the customers who placed their orders with their salesperson took advantage of Stock-Up's offer to be billed for their orders. The average level of Accounts Receivable for Internet orders was \$9,000 last year, but it was \$30,000 for those that placed their orders through the salespeople. In addition, Lynn noticed that the Internet customers tended to pay their bills within 30 days, while the other customers often took up to 90 days to pay. Stock-Up maintains a line of credit with their local bank that they use to help make ends meet if cash flows run short. Lately, Stock-Up has had to rely on this line of credit more. Considering that Stock-Up's line of credit charges 10% on the outstanding balance, Lynn thought this might be significant.

The Stock-Up Paper Co.'s CEO, Scott, has hired your firm to further analyze the company's business activities and make recommendations about how to reverse their recent profit slide. Your presentation should include, but is not limited to, Stock-Up's current financial position and your specific recommendations to improve profitability.

## **GLOBAL MARKETING TEAM TOPIC**

During the spring of 2020, Google searches for “smart garden” reached an all-time high. Not since the second World War have consumers faced empty supermarket shelves and fresh-food shortages common during the COVID-19 pandemic. Social distancing, sheltering in place, limiting grocery store visits, and being self-sufficient with fresh healthy greens that naturally strengthen immune systems resulted in an outpouring of new “green-thumb” enthusiasts in record numbers. To meet the growing needs of sustainable home-based gardens, Home Greens, a local company specializing in indoor hydroponic smart garden kits that fit comfortably inside small residential spaces, has hired your marketing firm to explore the feasibility of domestic expansion within one to three years and a vision for global expansion in five to seven years. Be prepared to defend your recommendations from a marketing standpoint.

## **PRESENTATION MANAGEMENT TEAM TOPIC**

The majority of student internships were impacted this past year due to COVID-19. According to the National Association of Colleges and Employers, approximately 80 percent of employers nationwide made the decision to modify, rather than eliminate, their summer internship programs by making them virtual/remote, shortening them, or both. As students interested in pursuing internships this year, research and prepare a compelling presentation for a local company describing how they can successfully provide students with engaging, meaningful internship experiences in a remote setting.

Things to consider, but not limited to, include:

- Innovative virtual/remote strategies appropriate for a small business:
  - financial considerations
  - legal implications
  - technology factors
  - exposure to company culture
  - onboarding strategies
- Advantages and disadvantages of each strategy presented
- Limit the presentation to the strategies only; not to specific companies that provide products or services
- Use data to support the presentation recommendations