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Business Innovation Group (BIG) News

Georgia Southern University

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SIFE Campbell’s Soup ‘Let’s Can Hunger’ – Cook-Out for Cans Update

March 25, 2011

Saturday, March 5th was a very successful night for the Campbell’s food drive team. We held a cookout for students who were invited to attend if they brought donations of cans of food for the local food bank. We sent out 800 invitations and over 40 people attending the event. At the end of the evening we had accumulated over 450 net pounds of non perishable food and $100.00. There were some uncontrollable factors that had some negative effects on the cook out. There was a major golf tournament for students that day where many alumni came into town which reduced the number of guests attending. There was also a good chance of rain in the early to late part of the evening which kept many people inside for the night. The event was still profitable and contributed a significant amount to the team’s overall target of 5000lbs of food.

Initially, as a team, we invested about $230.00 into the cook out for food, nonalcoholic drinks, paper goods, a deposit to use the facility, and entertainment. And going into this activity we thought we should generate anywhere from 800-1220 gross pounds of food from the cookout, but we didn’t factor in the chances for cash donations, which ended up being significant. So, given our performance metrics, if you give our 450 net pounds a ballpark estimation then we probably came out to about 600-650 pounds of gross food. So, given our 600-650lbs plus the $100.00 made in cash.

Written by: Adam Burgamy
Spring Small Business Management Projects for MBA students

March 25, 2011

Students in Jim Randall’s MKTG 7431 Strategic Marketing class are working with small businesses again this semester in Savannah, as well as, working with the Coastal Georgia Center and the MBA program itself. A report from Jim follows:

Chu’s Convenience Stores – Savannah

John Hubert COO; John Pruden CFO

The class spent an evening learning about convenience store operations. This has been an ongoing project with the Savannah classes. This first year I worked with Chu’s was 2002. We did not work with them last year because they were installing scanning equipment (a recommendation from past classes). The Chu’s organization has used many suggestions the past classes have recommended. This year they face new challenges from Parkers and Enmark. The class members on this project will conduct mystery shops as part of the process.

Coastal Georgia Center – Savannah

David Murkison, Associate Director

Two teams are working on marketing the Coastal Georgia Center. The Center is under increased pressure to generate revenue. The teams are going to work on how to compete in a crowded market in Savannah. There are many facilities from which potential customers can chose.

Executive MBA Program – Georgia Southern

Melissa Holland, Director

Melissa met with two groups that are going to develop a marketing program for an online, Executive MBA Program. This market is also crowded with many choices available for qualified candidates.

Statesboro Tire & Brake – Statesboro

Bubba Williams – Owner; Roxanne Williams – Financial Records

Two groups met with the William’s to learn about the car repair business. Their goal is to develop promotion plans to attract the younger customer. They are of an older generation in which the yellow pages were a good investment. They need help in reaching the younger auto owner.