

Subject 1

Transportation

Jada Young

Invest into a shuttle from the apartment to campus

Jada Young

Have a security guard patrol the area

Jada Young

Include school parking passes if there is no shuttle

Jada Young

provide a protective gate for our vehicles

Jada Young

Subject 2

Hurdles(things in the way)

Jada Young

May not be enough area to clear out for the parking deck

Jada Young

Could be in the way of other smaller businesses

Jada Young

May not have enough funding

Jada Young

May cause the building to cut down on the # of residents per room

Jada Young

Subject 3

Long term support

Jada Young

Current and future residents would support the idea

Jada Young

City of columbia would support

Jada Young

USC off campus housing would support, it would lure in people in need of off-campus housing

Jada Young

Parents would support and be willing to invest in it

Jada Young

Subject 4

Advertising/Marketing

Jada Young

Could advertise on the apartments website under the parking tab or on the main screen

Jada Young

Could advertise on the apartments social media site (which is how I found out about them)

Jada Young

USC housing pop-up shops

Jada Young

Paper flyers around campus

Jada Young

Subject 5

Future growth for business

Jada Young

Pull in more residents

Jada Young

More likely for residents to renew their lease

Jada Young

Residents will leave 5 star reviews

Jada Young

Possibility that other branches will use this idea and continue to grow the company

Jada Young