Prestige Worldwide
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MGT 2000

<center>Final Status Report</center>

The Problem

When we first met with our client we discussed and ranked our gaps which were her biggest priorities. We were given three gaps to work on throughout the semester. The first, and most important, goal was to increase both the attendance as well as the consistency of foot traffic in the store. The second goal was to provide tools for growth in attendance of their weekly game nights. This gap centered around James, who is in charge of the gaming sector of the business. This gap was serving the secondary benefit if getting the gaming community involved to create a more consistent customer base. The third and final gap centered around providing Mary the tools to attract customers back to the store. This gap centered around the idea that it is easier to bring in repeat customers than having to keep bringing in new ones constantly.

There was a discussion about changing the focus of the gaps in one of our meetings with Mary. The team brought it to her attention that the three gap priorities may have been aligned incorrectly according to what it seemed that Mary needed. However, after a discussion between the team, Mary, and James, it was affirmed that gap one was the most important gap, and that success with gap one would cascade and lead to success in the following gaps. For this reason, gap one remained our highest priority until recently when the team realized that the gaps had actually changed in order of importance.

During the semester the team actually focused on gaps one and three simultaneously while working with Mary. It made the most sense to work on these together because they were related in the sense that they revolved around the same resources and end goal to attract customers into the store. The only difference between the two was the idea of attracting new customers versus attracting returning customers. The second gap really existed within its own realm because it focused on a specific customer base. New resources were brought into the implementation of this gap's solutions. Gap two took the most effort from the team since it required we contact outside gaming clubs and research.

Although our focus was fluctuating, we definitely put the same effort into coming up with each gap's list of solution. We feel that lately, our attention has been focused on the gaming aspect of the business since this is often the topic that dominates the conversations during our meetings with Mary.

Revisions or Additions to Previous Project-Related Assignments

One assignment that we felt needed additions was our team contract that was constructed at the beginning of the semester. When working through the professionalism part of our mid semester team dynamics assignment we found that was the opportune time to make additions to our contract. Our contract didn't have anything on it that we felt needed to be removed but we felt there needed to be things added to it to keep each member of our team accountable. There were two different sections of the contract that we made improvements which was our team expectations and grounds for firing.

First, for team expectations we made some necessary improvements. This included taking group texts more seriously, turning internal assignments in a day before it is due, meeting content requirements, and finally showing up to all meetings with the necessary materials. We felt these expectation additions would help to hold members more accountable, along with improving the quality of our assignments. After the first couple of weeks it was obvious that all members were not meeting turn in expectations or

quality which would put our team on edge and lead to less quality of work. Enhancing our quality in team projects and holding members accountable to make meetings would help our team with productivity which was what we tried to address with our team expectations.

Second, we decided to make additions to our grounds for firing. After going over the grounds for firing we were fairly content with what was their but we decided we needed to add some elements to hold our members at a higher standard. Our focus for these additions was our meetings. This including attendance at working meetings, advanced notice if a member cannot make a meeting, and showing up to the meeting with the necessary materials. Our working meetings didn't include meeting minutes therefore we couldn't track attendance and we felt adding the possibility of a strike would help our attendance issue at working meetings. There also seemed to be a problem with advanced notice when it pertained to changing our meeting time. This caused members to sacrifice their schedules and we felt there needed to be a minimum 6 hour advance notice of a possible meeting time change. Lastly, was showing up to our meetings with the necessary materials. Most of our work is done online in google documents so when members would show up without a laptop or one that doesn't work they were basically limited on their contribution.

We felt our additions to the contract was necessary and effective. Each member now shows up to every meeting with a laptop, and we have had great attendance to working meetings. This helped our team draw the lines we all expected each member to meet. This hopefully led to more quality of work and it absolutely resulted in more contribution from each member.

Our Recommended Solution(s)-

Our team acted in a consultation role throughout the process rather than implementing solutions. After the process of coming up with a large amount of potential solutions, we used various decision making techniques to narrow the results down into solutions which we felt would benefit Mary most, while also providing the most value. At the end of the process, we delivered a report of the recommended solutions as well as some potential instructions to help aid in the implementation of the solution. Along with these instructions, we also provided a short reasoning behind why we felt it would be a solution to her gap. We have attached an appendix that contains the report we have presented to our client.

Supplemental Information-

With that being said, our client has already begun implementing a few of the proposed solutions that were discussed within our meetings with her. The team itself did not implement them on the client's behalf, but instead the client implemented them based on her fondness of particular solutions to her gaps. Mary has already begun to implement solutions for gap one. These being the creation of flyers and postcards for distribution around Houghton. The only assistance the team provided with this set of solutions was help with the design of the flyers, most notably Lizzy who holds experience in design. Another solution Mary has begun implementing is the use of Facebook Ads to promote her business online. The team has had no hand in the implementation of this solution, but did agree that it would be affective way to advertise. Another solution that Mary has already implemented is the use of an outdoor sign on the sidewalk outside. The team agreed that this would be effective. Mary has also begun implementation of a couple of proposed solutions to gap three as well. She has begun to implement the solutions of free-t shirt giveaways, as well as the use of competitions to bring back customers. There have been no implementation of solutions for the second gap, mainly due to the timing of when the gap was

discussed during the semester. Again, the team acted in a consultation role, and did not assist, for the most part, in the implementation of these solutions, and instead left that up the Mary's discretion at the moment.

Reflection-

After a long team discussion, we have decided there were 4 things we feel we should have done differently to get our team performing at it's best. The first proposed change that came up throughout this discussion was how we believe the team should have enforced the contract a bit stronger. Although the contract clearly listed the conditions for strikes, no strikes were actually ever given. By enforcing the "threat" of a strike, we may have made the team's performance professionally stronger. The second change we discussed was that the team should have tried to have a more consistent timeline for uploading meeting minutes. This idea revolves around the fact that our contract required we upload our meeting minutes by the next meeting, and this was often not done within that time frame. Not only did this make it inconvenient for instances when we would try to reference the notes, it also goes along with the idea that some things were allowed to slide more than they should have been. The third change discussed was that the team should have had more strictly, productive meetings. Since the team became friends early on, we noticed that many of our meetings were split between fun joking and actual work being done. This ended up making many of our meetings run over time. Since we all have busy schedules, we were only ever able to meet at night; with these meetings running over, (because we lost time goofing off) we ended up finishing the meetings pretty late in the night. This was just an inconvenience because it strained the members, and looking back on it now, could have easily been avoided. Finally, we feel that if we were given the chance to redo this, we would want to spend more time coming up with more out of the box ideas. We feel like the ideas we brought to the table were all feasible, however it would not necessarily have hurt to have thought of some wild ideas and then decide whether or not they could be done. These are all easier said than done, however this reflection really got the team talking about where we could have improved on. After this open (and judgement free) discussion, we still feel that we have applied the concepts learned within the class to benefit our client, to the best of our ability.

Annotated List of Resources Used-

One resource that we used was the designing software, Adobe InDesign. This is an expensive software that is free for students who utilized the HDMZ lab in Walker. Since Lizzy knows how to design in this application, she and the team created a poster/flier for the business to hang around campus. After researching where this advertisement is allowed to be posted, we printed them and then hung them around campus. Although this flier only hung up for a few days, we believe that the colors used (black paper, and neon colors) stood out on what is otherwise a paper infested bulletin board. We hung our posters in Fisher, Rheki, Wadsworth Hall, the EERC, Walker, the MEEM, and the ChemSci buildings. We used this to get the word out and to potentially draw college students in with the free T-Shirts.

We used interviews as another resource. We decided to interview four individuals to obtain a better understanding of the motives of 41 Below and the gaming community in general. We interviewed Mary Wilmes (the business owner), James Wilmes (Mary's son), Holly Wilmes (Mary's daughter) and Michael Summerfield (a gamer that attends Michigan Tech). By interviewing an outsider (not associated with the business) we were able to get the opinions of a member of the businesses' target demographic. Additionally by interviewing the family that owns 41 Below, we were able to find out things we would

have otherwise never known about Mary and her goals for the business. An example of this is Mary's past jobs and her existing skill set in selling merchandise.

Additionally, we used the North American Industry Classification System to find the 6 digit code for a certain type of industry that we wanted to find find more information about using the Business Insights: Global Database found in the library website. Once we found codes for both the Novelty, Gift, and Souvenir Shops as well as Hobby, Toy and Game Stores, it was as simple as inputting those codes into the Business Insights Database to find the information regarding those industries we were looking for.

Next, we used the Encyclopedia of American Industries to look up different industry trends for the businesses classified as Hobby, Toy, and Game Shops as well as Gift, Novelty, and Souvenir Shops to determine some market trends that might give us an indication of how to classify this new business we were working for. It also gave us a sense of why certain industries might be doing better than others that would influence our thinking when determining potential solutions. Below are the sources used:

[1] "Hobby, Toy, and Game Shops." *Encyclopedia of American Industries*. Farmington Hills, MI: Gale, 2014. *Business Insights: Global*. Web. 9 Feb. 2016

[2] "Gift, Novelty, and Souvenir Shops." *Encyclopedia of American Industries*. Farmington Hills, MI: Gale, 2014. *Business Insights: Global*. Web. 9 Feb. 2016.

We used the Census Bureau to identify how large Mary's potential target market is. Mary described to us that her target market is 20-24 year olds. Using this source we were able to calculate the amount of 20-24 year olds living in the entire state of Michigan. Many citizens from the lower peninsula may not venture up to Houghton; but it is important for Mary to see how large her target market really is considering a large portion of Michigan Tech student are from the lower peninsula along with large tourists traffic during the summer. Below is the source used:

[3] "American Fact Finder." United States Census Bureau. U.S Census Bureau, Web. 11 Feb. 2016. http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml? pid=ACS_14_5YR_S0101& prodType=table

We also used the Census Bureau to help identify any competition within the state. We used the NAICS 6-digit code to help narrow our search of competition. After conducting our research we found there were 270 establishments like 41 Below in the state. With a lot of competition with the state Mary knows she will have to watch her market trends and purchase her inventory based on consumer demand. Below is the source used:

[4] "American Fact Finder." United States Census Bureau. U.S Census Bureau, 09 Feb. 16. Web. 11 Feb. 2016.http://factfinder.census.gov/faces/tableservices/jsf/pages/productview. xhtml?pid=ECN_2012_US_0 0A1&prodType=table

Client Feedback-
We have included a handwritten client feedback form in a sealed envelope.