

MEMORANDUM

TO: Business 2200 Colleagues
FROM: Megan Pace
DATE: February 22, 14
SUBJECT: Request for Proposal-Business Communication Project

Pace's Dairy Ann Business Awareness

OVERVIEW | My project is to learn how to gain better customer awareness for a business. This would help class members learn how to recognize the different ways a business can spread the word about itself, increasing traffic flow.

RESEARCH QUESTION | We need to know how to effectively communicate facts about a business to increase awareness. *How can Pace's Dairy Ann increase business awareness to gain better/more traffic flow through the restaurant?*

RATIONAL | By gathering information for this project, we will learn important skills of how to communicate effectively with customers to find out how they know about the business. We will also learn different ways to communicate to the average consumer about a business. The plan is that Pace's Dairy Ann will learn effective ways to communicate to the consumers and get their business better known.

FEASIBILITY | There are so many ways a business can get their name out there. By figuring out those different ways, we can help Pace's Dairy Ann figure out which one is best for them.

In the article, "Sole trader: 18 ways to market your business on a tiny budget" (Smarta Enterprises Ltd, www.smarta.com), It talks about how getting your name out to the public is very important. Some of the ways they suggested doing this is by using the media. Social Media plays a big role in our society now days.

MATERIALS AND METHODS | The team will need to decide what the best method is to gather data. Some ideas might include:

1. **Surveys-** It might be a good idea to find out how people heard about the business and what made them decide to go there.
2. **Internet Research-** The class could find ways that other companies advertise. Since this place is a small business, we will need to try to keep the costs low.

PERSONNEL | Since my family owns the business I could talk to the staff and find out how they heard about the business. Team members might need to visit the business to find out what they are known for and how they run.

Areas to Investigate

- What is the Business known for?
- Why do current customers go there?
- What types of advertising (if any) does the business already do?
- What would be most relevant to include in something like a brochure?

TIME FRAME | The following are suggested action items and date of completion.

- Research different ways to advertise - March 4th
- Visit the restaurant - March 9th
- Determine the best way to advertise for the business - March 18th
- Put the chosen plan to action - April 15th
- Present final group report to the class - April 29th

HURDLES | It might be difficult to figure out what type of marketing plan will best suit the business. To overcome this, we might have to work closely with the management and figure out what their budget is and things they have already tried that failed.

This project will be very difficult if people don't fully understand the business so we will need to make sure we visit the restaurant and talk to the staff.