

BA 506**Fall 1999****Business Projects**

The following are brief descriptions of the available projects for the BA 506 class for the Fall term. Unlike in prior terms, projects cannot be officially chosen until the first class session. However, students enrolled in the class are encouraged to identify projects that interest them and begin the process of assembling 3- to 4- person groups. These efforts should facilitate the process of choosing projects. Please do not try to contact any of these organizations in advance of the first class. When official group assignments are completed during the first class session, the name and phone number of the appropriate contact person will be provided.

1) OREGON EMERGING BUSINESS INITIATIVE (OEBI)*

The Oregon Emerging Business Initiative is a partnership between industry, education and state government with an overall goal "To make Oregon into one of the top three places for emerging businesses by the year 2008." OEBI would like to have research conducted in the following area:

Economic Impact: In order to get the attention of policymakers and the public about the importance of emerging businesses to Oregon's economy, we must be able to quantify the impact of these businesses. As such, we need objective data in a variety of areas, which reflect the contribution of emerging businesses. Such areas would include investments, jobs, taxes, philanthropy, etc. (currently and over the past 10 years)? What if any, trends are emerging? And what will the projections be if we do nothing and if we make changes to improve the business climate?

2) OREGON EMERGING BUSINESS INITIATIVE (OEBI)*

The Oregon Emerging Business Initiative is a partnership between industry, education and state government with an overall goal "To make Oregon into one of the top three places for emerging businesses by the year 2008." OEBI would like to have research conducted in the following area:

Comparison with Other States/ Regions

What have other states/regions done to foster early stage investment communities? What networks and structure work best? What educational programs are available for investors in other states/regions? How have others communicated the availability of early stage capital? How have others utilized the knowledge/experience of early stage investors to assist start-ups?

3) CAPABILITIES*

The mission of Capabilities is to create, package and deliver learning that measurably transforms attitudes and behaviors to drive breakthroughs in individual and organizational performance. Capabilities' first product is an adventure novel which will enable readers to experience many important issues affecting business organizations and leaders today. From this novel, they will develop other products. The project could include:

1. Research, document and prove out the following hypothesis as the foundation of our product development and marketing strategy: We need to prove to customers that these trends are facts and not just ideas.
 - o Dissatisfaction about work and the workplace has increased significantly over the last decade.
 - o Today's worker expects a lot more from their work and workplace than they have traditionally.
 - o New technologies are fundamentally changing the way people in organization work and relate to each other.
 - o Management skills in today's information age are significantly different than those practiced by most of today's managers.
 - o Collaboration is absolutely essential to compete successfully.
 - o People learn in different ways. We believe that stories are the most effective way for people to learn.

1. Develop a marketing plan on the best way to get its products to market. Specifically, what are the best distribution channels to use and what is the best way to position the product to attract the target market?

4. ALBERTINA KERR CENTERS

The Old Kerr Nursery, a historic building in northeast Portland, served as a Portland orphanage and nursery from 1921 until 1967. After the nursery closed its doors in 1967, the other programs continued. In 1978, an on-going volunteer effort began, dedicated to the renovation and use of The Nursery. The volunteers conceived and implemented the establishment of three businesses: a luncheon restaurant named Albertina's a gift shop. Kerr gift shop and a consignment resale shop called Kerr's Economy Jar, with all proceeds to be donated to the programs and services of Albertina Kerr Centers

The project is to study the businesses of the volunteer association (called The Old Kerr Nursery Association) and recommend ways that the volunteers can strengthen their businesses and be more productive. This implies recommendations for better merchandising, marketing, cost controls etc.

5. OREGON CHERRY GROWERS

Oregon Cherry Growers is a grower owned cooperative involved in processing, marketing and selling a variety of cherry products. The primary products are maraschino cherries, ingredient cherries, frozen cherries, fresh cherries and juice concentrate.

OGC has recently made a significant investment in a food dryer. It is currently operating at well below capacity. What products can be identified and marketed using this drier other than cherries. OGC would like to develop a marketing/strategic plan for this new business venture.

* Suitable for the 506T