MBA 2016 Orientation questions

Company name has been removed since it is a live client scenario.

1. Talk with your team to come up with the top 3 reasons why you chose OHIO for your MBA program. Enter your answers as Team Name: Then put your answer (This was a Chad get to know you question, as well as practice on how to answer in Tophat for each team)
2. Discuss among your team what you hope to get out of today's session with Chad. Post your thoughts/expectations/goals here. Please respond as Team Name: Your answer goes here. Be as thorough as you need to be.
3. You need to get up to speed on the overall industry in which your client operates before you go talk to the client. Use IbisWorld to find: - expected growth rate of the industry - factors that determine demand in the industry - How competitive is the industry Post brief answers/observations to the above here.
4. You need to get up to speed on the overall industry in which your client operates before you go talk to the client. Use First Research to find: - expected growth rate of the industry - factors that determine demand in the industry - what are challenges within the industry Post brief answers/observations to the above here.
5. This is a semester-long project and you'll need to stay on top of issues in the industry for the duration of the project. You recognize that IbisWorld and FirstResearch are only updated a few times a year, at best. But you've heard that there are special magazines, called "trade publications" that cover news for specific industries. Use Business Source Complete to: - find the name of a trade publication that would cover your company and/or the restaurant industry regularly - if possible, find the name of another trade publication that is relevant to your project Post brief answers/observations to the above here. How can you search within a specific publication for your company, product, or topic
6. The VP for marketing has told you that they would like to open some restaurants in Germany. Use Passport to determine: the growth rate for similar restaurants in Germany, the top three brands of similar restaurants in Germany, and how chain restaurants perform in the competitive landscape. Post brief answers/observations to the above here.
7. The problem with many resources is that it's hard to scale the information in a way that helps you understand the local market. The manager at a Hamilton, Ohio location has given you a copy of the store's 2015 sales and balance sheet. The location does $450,000 in annual sales and spends $87,000 on salary and wages. Find a report in Bizminer that you could use to benchmark the store's financials against similar sized restaurants in the area. How much is the average store spending on salaries?
8. The VP for Sales has noticed that while eating out with his family, a bunch of college students eat at Applebee's and Ruby Tuesday. Use Mintel to find reports that can help you better understand this proposed consumer demographic. Which reports would be most useful? Which reports would help you to understand consumers who eat at restaurants like Frisch's? What kind of information is found in these reports?
9. When developing a marketing plan, you definitely need to know the demographics of your consumers. Use the Quick Reports feature in Simmons to create a demographic profile using

people who have eaten at your client's restaurant in the last month as your target. Next, change your base to people from Ohio. Is there any difference? Can you explain the differences?

10. Use the crosstab function of Simmons to compare at least 5 demographic variables of your company with 5 competitors. Which competitor has the most similar demographic of consumer? You can select from any available brands and demographics in Simmons. Which competitor's customers are more likely to watch ESPN?

11. In developing your marketing plan, you want to identify where you want to concentrate your efforts. Use SimplyMap to rank zip codes in Ohio by people who have recently dined at a your client's restaurant. What is the zip code with the largest number of recent customers?

12. You've been told that your client would like to open a new restaurant in either Athens, Ohio, Charlottesville, VA, or Davidson, NC. Create a Standard Report to analyze key demographics (that you learned from your Quick Report or Cross tab in Simmons) for these areas. Based on the data, which city would be most appropriate to open a new location?

13. The most important thing I learned from this session was:

14. After this research session with Chad, I feel.......

15. To improve this session for next time, I would recommend that......... (questions 13-15 were post-class assessment).