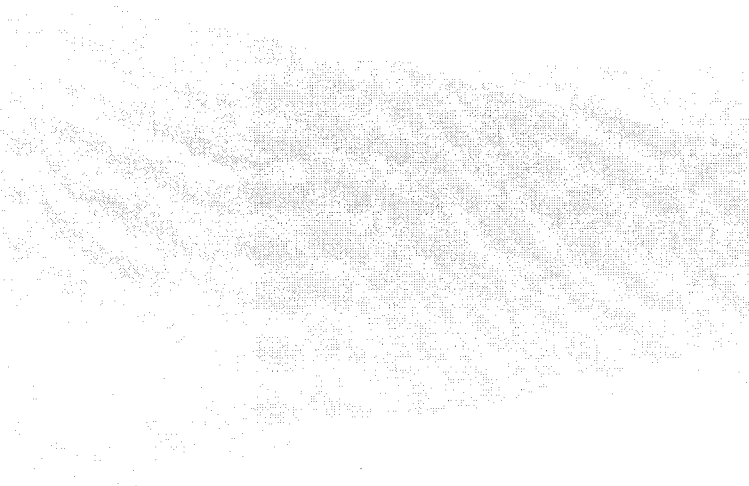


Monta Vista DECA

Business Operations Research

Quick Preparation Guide

Jessica Ho



2011-2012

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Overview of Business Operations Research

Business Operations Research (formerly Marketing Research) is an area in which Monta Vista DECA is both competent and experienced in. Monta Vista DECA has developed a following step-by-step guide to assist you in the hopes that you will represent us upon the ICDC stage as our first international win.

In Business Operations Research, students are required to write a 30 page research plan (excluding the Title Page and Table of Contents) for a company of their choice, depending on the category they choose to compete in. All five competitions are suitable for individuals or teams of up to three members. Students will have a total of 15 minutes to present their research to judges (10 minutes-present; 5 min- questions). The research plan composes 60% of your final score, and the other 40% is determined through presentation. The judges will evaluate your written plan and presentation using a rubric or a *Written Entry Evaluation Form* with specific categories of your plan and presentation and marking them as "Exceeds Expectations," "Meets Expectations," "Below Expectations," or "Little/No Value."

This year, the theme for Business Operations Research Events is the development of a *strategic* plan to enhance or introduce a customer loyalty program to an existing business or organization. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base.

The Different Events

Name	Acronym	Content	Notes
Business Services	BOR	Research businesses that include human resources, information technology, and/or personal and contracted business services	1-3 people
Buying and Merchandising	BMOR	Research retail or wholesale businesses that provide consumer goods	1-3 people
Finance	FOR	Research banks, credit unions, accounting firms, investment-related companies, and other financial businesses	1-3 people Financial knowledge highly recommended
Hospitality and Tourism	HTOR	Research hotels, restaurants, and other tourism-related businesses	1-3 people
Sports and Entertainment Marketing	SEOR	Research businesses that provide sporting and/or entertainment events	1-3 people

Descriptions of the Events

The following are brief descriptions of the five competitive events in Business Operational Research. This branch of DECA competitions is based on conducting marketing research to improve a company of your choice.

General Look

Business Services (BOR), Buying and Merchandising (BMOR), Finance (FOR), Hospitality and Tourism (HTOR), and Sports and Entertainment (SEOR)

In these events, individuals or teams of up to 3 members research a company of their choice that falls within the industries of human resources, information technology, and personal and contracted business services; retail and wholesale businesses that provide consumer goods; banking, accounting, credit unions, investments, and other financial businesses; hotel, restaurants and tourism-related businesses; sporting and/or entertainment, respectively. You will be judged against students in the same competition; however, the variety of topics and open-ended instructions means that judges are looking for professionalism and thorough research when evaluating your plan and presentation. In order to fit in with this year's theme, students will be assuming the position of employees in the company the research and write a plan to improve the social networking strategies of the company. Make sure that you are familiar with all aspects of your company however, as depth and understanding is key to establishing a competitive edge. Specific instructions on writing the plan are available further on in this guide.

Of the five events in Business Operational Research, Business Services is the broadest, so it is essential for you to make your presentation well-planned and memorable for the judges. Hospitality and Tourism is the most popular, and Sports and Entertainment is a fairly new event. Specific instructions on writing the plan are available further on in this guide.

Written Plan Guidelines

Parts and Pieces of Any Business Operations Research Plan

The written plan has several parts:

1. Written Statement of Assurances (check on the DECA website and GET IT SIGNED!)
2. Title Page
3. Table of Contents
4. Executive Summary
5. Introduction
6. Research Methods used in the Study
7. Finding and Conclusions of the Study
8. Proposed Strategic Plan
9. Bibliography
10. Appendix (optional)

Written Plan Guidelines

** This was taken from the National DECA event guidelines. Please refer to the official guidelines to ensure that no changes have been made since time of publishing.*

I. EXECUTIVE SUMMARY

One-page description of the plan

II. INTRODUCTION

- A. Description of the business or organization
- B. Description of the community (economic, geographic, demographic and socioeconomic factors)
- C. Description of the business's target market

III. RESEARCH METHODS USED IN THE STUDY

- A. Description and rationale of research methodologies selected to conduct the research study
- B. Process of conducting the selected research method(s)

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

- A. Findings of the research study
- B. Conclusions based on the findings

V. PROPOSED STRATEGIC PLAN (Including application of marketing concepts and technology usage)

- A. Goals/objectives and rationale (short- and long-term benefits to the business of enhancing or introducing a customer loyalty program into current operations)
- B. Proposed activities and timelines
- C. Proposed budget (identify costs associated with potential strategies)
- D. Proposed metrics to measure return on investment (ROI), sales, customer retention, customer satisfaction, etc.

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Deciphering the Written Plan

The following descriptions will guide through each step of the written plan. Also, make sure that you read through them again before competitions to make sure your plan is complete.

The Title Page

This page will be the first impression you make on your judges. The title page conveys professionalism and how serious you really are about the plan. The title page should contain the following information:

- **Name of competitive event** – Capitalize each word and make this the most prominent lettering on page
- **Name of your DECA Chapter** – Monta Vista DECA
- **Name of your high school** – Monta Vista High School
- **School Address** – 21840 McClellan Rd, Cupertino, CA 95014
- **Names of Participants** – John Smith, Sarah Lee, and James Brown

- **Contact Information**
 - Email (it is a good idea to create an email relevant to your company for this event)
 - Address (include actual company address if possible)
 - Fax and Phone Numbers (these do not need to be real; the judge will not contact the company)
- **Date** – Use the date you arrive at the conference.
- **One relevant graphic to your plan** – This image is not required, but will make your plan more aesthetically pleasing.

Table of Contents

List the different parts of the business plan (as listed in the guidelines of your event) and the **exact start page of each section** so judges will easily navigate through your plan and not penalize you later on. This can be automatically generated in Microsoft Office 2007:

Go to References → Table of Contents → Table of Contents → Choose a style.

This feature works with Word's built-in headings (found on Home → Styles) and page numbers (Insert → Header & Footer) so that any headings and page numbers that Word detects will be automatically included and updated while you edit your document.

To update your table before you print, simply click anywhere in the table and click "Update Table".

Note: In order for this feature to work, your entire report must be kept together as a single document.

The Executive Summary

This is the page the page that will have the greatest impact on your judges, so be professional and complete because it summarizes what your whole plan is about. It determines whether the judges will take an interest in your idea and how you stand out from other competitors in terms of professionalism, concepts, and general business idea. Your executive summary should give a brief overview of the other parts in your plan, including financials, target market, solution to a given market problem, method of approaching and instituting you ideas, etc. This is basically a one page summary of the who, what, when, where, why, and how of your plan. Since this section is single-spaced, it is advisable to separate each section with a heading. If you are using the automatic table of contents generator, use the "Subtitle" style to prevent it from showing up in the table.

Write this last! Cover everything else in your plan before coming back to write this short, sweet beginning. Keep this section to a single page at *most* – you will have the remaining 29 pages to elaborate.

Introduction

Introduce your business, the community in which it is situated, and the objectives of the current employee-training program. Be concise and yet formal, because the introduction should easily flow into the next section of your plan.

- **Economic:** For example, write about the average salary in the area compared to other areas, or maybe even how the economic recession affected the city
- **Geographic:** This can range from city to the location of the store itself. For example, Cupertino is a suburban city around 45 miles from San Francisco. At the same time, you can talk about the location of the store, like is it near the mall or any schools.
- **Demographic:** You may want to talk about the age range or ethnicities in the city. You may also talk about the percentage of people who are married or have children. It really depends on what group of people is important to your store.
- **Socioeconomics:** This is the section that talks about how the economic activity and social life relate to each other. For example, in Cupertino, people in this area have a higher median income rate, especially those near better schools, usually making it so that the students in this area tend to have more money to spend.

Remember, when you write about the factors, what you write needs relate to your store, especially your store's target market.

Research Methods

In this section, you should describe in reasonable detail the extent of your research methods and the goals you had when setting them. Also, describe the process of the research, and make sure to include why you chose that specific method(s). Research methods should typically include both secondary research (e.g. searching online for reports, statements, similar studies conducted, customer comments, etc.) and primary research (e.g. Surveying customers, interviewing employees, etc.). Don't be afraid to approach people (with the permission of the business) – you'd be surprised at how many people are intent on helping young people like you succeed in their education!

Regarding customer surveys, we typically recommend getting a *minimum* of 100 responses. The longer you conduct the research, the more accurate the measure you will get. Do *not* fudge your data – it will be blatantly obvious to the judge! You may be able to get away with it at Norcal; however, the higher the level you compete in, the harder it gets to cover up for the “assumptions” you have made about your data. In higher level competitions (especially ICDC) there will be judges from the industry, perhaps from the same company that you are researching on!

Findings and Conclusions of the Study

In this section, you will describe the current social networking promotion strategies in both structure and efficiency. Also, include the conclusions of your research. This is a great place to put professional, stream-lined charts and graphs to show complex analysis of data. Judges would rather see a nice,

informative graphic rather than a boring chunk of text to explain something! Don't talk about any findings that are irrelevant to your solution and plan.

Proposed Strategic Plan

This is the part of your plan that requires the most creativity and understanding of the content you are dealing with. Competitors should describe their solutions to improve employee-training programs with proposed activities, timelines, and a reasonable budget. It also makes a great impression on the judges if you incorporate marketing terms, employees you actually interacted with, and any business relations you have/had with the company. Information about the concise budget can be found in the Financials Resource section of this guide. Remember to incorporate this year's theme (customer loyalty) because the judges really want to see how creative you can be with it! Also, be sure to show how this new plan helps solve the problems from before!

Bibliography

This section is self-explanatory, but remember to stay in MLA format. The bibliography is also **mandatory**; not having it means major penalty points. Don't forget to cite the company itself. This section can be single-spaced. A nifty trick to use, esp. if you are running out of pages, is to decrease the font size to a reasonable size. Of course, 1-point font will not cut it, but **it doesn't necessarily have to be 12-point Times New Roman either**. Websites such as Son of the Citation Machine and Easybib are fast, easy ways to create a bibliography.

Appendix (optional)

The appendix is a great place to put extensive graphics, charts, tables, marketing devices (flyers, posters, etc.) that clutter your plan. Simply arrange them in the appendix in the same order that you refer to them in the plan, and it's a great idea to have a small table of contents for the appendix itself if it is over a page. The appendix should not cover more than three pages, but it's a great way to fill extra pages in your plan if you have useful content to add. We recommend putting a copy of your survey in this section to show your judges how you conducted your primary research. An example is on the next page.



Passenger Survey
Domestic Economy Class

Flight(s): _____
Final Destination: _____
Connecting through: _____

1. What is the purpose of your flight today?
 Business Leisure (Vacation) Other: _____
2. How often do you fly annually?
 Less than once a year 3-4 times per year 1-2 times per month
 1-2 times per year 5-6 times per year More than twice a month
3. Are you a member in any frequent flyer programs? (Please check all that apply.)

- | | | | | | |
|--------------------------------|---------------------------------|---------------------------|--------------------------------|---------------------------------|---|
| <input type="checkbox"/> Elite | <input type="checkbox"/> Member | Program Name | <input type="checkbox"/> Elite | <input type="checkbox"/> Member | Program Name |
| <input type="checkbox"/> | <input type="checkbox"/> | United MileagePlus® | <input type="checkbox"/> | <input type="checkbox"/> | Southwest Airlines RapidRewards® |
| <input type="checkbox"/> | <input type="checkbox"/> | American AAdvantage® | <input type="checkbox"/> | <input type="checkbox"/> | jetBlue TrueBlue Flight Gratitude® |
| <input type="checkbox"/> | <input type="checkbox"/> | Continental OnePass® | <input type="checkbox"/> | <input type="checkbox"/> | Other: |
| <input type="checkbox"/> | <input type="checkbox"/> | Delta SkyMiles® | <input type="checkbox"/> | <input type="checkbox"/> | Other: |
| <input type="checkbox"/> | <input type="checkbox"/> | Northwest WorldPerks® | <input type="checkbox"/> | <input type="checkbox"/> | I am not in any frequent flyer mileage program. |
| <input type="checkbox"/> | <input type="checkbox"/> | US Airways DividendMiles® | | | |

4. Why did you choose United Airlines for your flight today?
 Low fares Good in-flight services/comfort
 Good Schedule Frequent flyer membership
 Other: _____
5. How satisfied were you with your flight(s)?
 (Lowest) 1 2 3 4 5 (Highest) No comment.
6. Which of these are most important in choosing an airline? (Rank from 1-5.)
- | | |
|--|--|
| <input type="checkbox"/> Aircraft Age | <input type="checkbox"/> Frequent flyer mileage |
| <input type="checkbox"/> Airfare | <input type="checkbox"/> In-flight entertainment |
| <input type="checkbox"/> Appearance of Flight Crew (uniforms, age, etc.) | <input type="checkbox"/> In-flight meals |
| <input type="checkbox"/> Availability of amenities (ex. In-flight power) | <input type="checkbox"/> Pre-assigned seating/priority boarding |
| <input type="checkbox"/> Availability of express security lanes | <input type="checkbox"/> Reliability (ex. on-time performance, delays) |
| <input type="checkbox"/> Flexibility of ticket (ex. cancellation terms) | <input type="checkbox"/> Routing/Scheduling |
7. Which in-flight services would you most like to see on United? (Rank from 1-5.)
- | | |
|--|---|
| <input type="checkbox"/> Extra legroom for all seats | <input type="checkbox"/> Free 1 st checked bag |
|--|---|

Thank you for your time!

We are not affiliated with United Airlines in any way.

Japheth Wong and Jessica Yu

**Note: It would be beneficial to you if you showed the most common answer among the customers surveyed on a survey like this.*

Guide to Financials

The budget is a key element of your research plan. Although you are already representing employees of the company and not appealing to venture capitalists, the purpose of your business plan is still to propose a cost-effective solution to the issue at hand. The budget in a research plan is much more concise and simplified than an entrepreneurship plan, but contains many of the same terms and requires a sequential order to show monetary flow.

Some important parts of the budget are listed below. Other parts are specific to your competition, and we will cover this in our financials presentation later on. Also, sample budgets are available online or upon request from officers.

Budget	Current	Prospective	Monetary Budget
Ex. Advertising/Media			
Promotion/Marketing			
Revenue			
Promotional Activities			
Approx. Cost Per Employee			
Growth			
Cash			
(others)			
TOTAL	Total Current Budget	Total Prospective Budget	Total Monetary Difference

**The actual budget should have more parts and pieces, with accompanying graphs and charts to explain.*

General Strategies for Research Plans

The Concept

When defining a solution the marketing problem, ask yourself

- Is it realistic?
- How can it be implemented?
- Does it fully solve all issues brought up by the prompt?
- How will it improve the existing company?
- What is the budget? The location?
- Is the time period practical?
- Is it creative and yet professional?
- Does it relate to the theme?
 - o **This year's theme:** the development of a plan to enhance or introduce a customer loyalty program to an existing business or organization.

The Research Plan

1. **Research early:** The more time you have to research, the more results you will have and the greater you will understand your target market. When conducting customer surveys, it helps to start early because you can get a wider range of results which will show accuracy when forming conclusions and proposed plans. You will also have more time to compile your data and start making sense of it. **DO NOT PROCRASTINATE! Make a schedule of what parts of the plan you will have by when and STICK TO IT!**
2. **Use Resources:** At MVDECA, we have literature, online resources, guidelines, officers who would love to help, and various tips and guides to help you write a winning plan. Take advantages of some of these resources at study sessions. Also, remember to contact your company for research – you may be surprised at how supportive they can be.

3. **Write your plan, edit your plan, and get others (and officers) to edit your plan, re-edit your plan:** It's a long cycle, but the finished result will be well worth it. This is one of the most important parts!
4. **Aesthetics:** Make your plan look sleek in terms of graphics, text, organization, tables, etc, to appeal to your judges (don't use the same type of graph throughout your plan). Be sure to be *consistent* – pick a color scheme and stick with it!
5. **Use formal language that can still be understood.** For example, instead of using "should," "would," "could," or "think", use "will", "must", and "know". It shows certainty and confidence in your plan.

The Business Presentation

1. Use the same color scheme for your plan and presentation. This adds to the streamlined aesthetic appeal.
2. **KISS it: Keep It Sweet and Simple.** Put yourself in the judges' seats: they're hearing your idea for the first time.
3. Make the powerpoint easy to read with **few words and large graphics**. Transitions should be uniform. This year, sound is also allowed, but it must be kept at a moderate noise level in your presentation.
4. Your powerpoint should be short to **keep the focus of the presentation on you**. Use 1-2 slides maximum per section of your plan, and put the bulk of your content in your speech.
5. Add a questions slide at the end to link back to each slide. This gives the judges the impression that you are organized and in control. Also, add a hyperlink back to this slide from each slide so you can return to it after each question. If you don't know how to do this, don't worry; we will run through everything at study sessions.
6. Rehearse, Rehearse, Rehearse: stay in the time limit and make sure that if you are in a team, the flow of the speech is even and smooth: judges do grade you on coordination. If you know you will go over 10 minutes, **do not** talk fast, but cut down on less important things to say instead. Also, rather than dividing up half of the powerpoint to one partner and the other half to the other, take turns for specific slides. It shows more coordination and flexibility during your presentation.
7. Let everyone talk for an equal amount of time and make sure everyone answers the judges' questions.
8. Strong handshakes, focused eye contact, good posture, and confident voices are VERY helpful to show that you are in charge.
9. Even if you make a mistake, cover it up easily and don't pause: the judges will accept that you are subject to occasional human error but do not want to listen to you stalling in thought.
10. Be amiable; a **smile** and friendly expression can do no harm.
11. Avoid presentation pet peeves: do not rock back and forth, avoid fidgeting, and stand still. However, mild hand motions to accentuate your speech are fine.
12. Follow the dress code: this should be the easiest guideline to adhere to. If you are presenting as a group, wearing matching attire is highly recommended (it will make your group look more professional).
13. Be enthusiastic and believable: the judges want to hear YOUR passion for YOUR idea.
14. Try to be unique from the rest of the groups. Remember that your judges may have seen many of these presentations; show what sets you and your plan apart from the rest.

Tips for Conducting Research

- Use Google Docs as a means to conduct surveys, as appropriate.
 - They even graph your data for you!
- Make sure your survey is comprehensive *and* objective!
 - Do *not* design questions with the hope of influencing customers to give a certain responses. You will not achieve a solid understanding of the market, thus skewing your entire report.
 - Create a few drafts of your surveys and show it to different people and see what they think.
 - Make it easy to make sense of your data.
 - Avoid short-answer questions for the most part – they are hard to sort through and hard to compile into visible trends.
 - Use rating systems (ex. Rate on a scale of 1 to 5) – they’re easy for the customer to fill out and easy for you to compile into usable data.
 - Include plenty of white space to make your survey less daunting. Your survey should be one page *at most* – we recommend having a half-page survey only.
- Conduct research in your target market.
 - It is *very important* to **identify your primary and secondary target markets!**
 - You should research the same people your plan deals with.
- Contact your company early on.
 - List any major changes that occur during the time period of your plan.
 - Network! Remember to mention and cite any people you work with to show that you had actual business relations with the company.
- Set deadlines and goals for yourself.
 - You don’t want to do your presentation the day before.
 - A good way to pace yourself is study sessions; we’ll tell you what we will be covering the following week, so make sure to have that part ready to be completed then.
- Incorporate terms and knowledge about your industry and marketing in general.
 - Business research requires business knowledge.
 - The judges like to see that you can handle your presentation in the same knowledgeable manner that professionals do.
- Learn from your mistakes.
 - What doesn’t work at Nor-Cal should not be used at states, for example.
 - Edit your presentation to keep up with the business world.
 - Make sure your idea is unique from both other competitors and the business world.
- Mr. Schmidt is AMAZING at assisting people with plans.
 - Try meeting with him early on for advice and if you follow his advice, it will really pay off.
- Officers will not bite – we’re here to help, so don’t be afraid to ask!
- Remember the little things!
 - The Statement of Assurances and DECA binder (both will be provided) are *not* optional, and your plan is void without them! A plan without a Written Statement of Assurances has a penalty of 15 points, which can drop you down in your rankings.
 - Make sure your page numbers are correct (Exec. Summary is Page 1).
 - Review what’s allowed and what’s not in the Competitive Event Guidelines found on the national DECA website.

- Be on your best behavior at conferences. Judges may be in rooms nearby yours in the hotel.

Integrating the Theme of the Year — (2011)

Incorporating the theme of the year into your written plans is crucial during the research as well as judging process of your written plans. And often times, sticking to the theme can be the hardest part of writing your plan. Take a look at this year's theme.

2012 Written Plan theme:

This year, the theme for Business Operations Research Events is the development of a *strategic* plan to enhance or introduce a customer loyalty program to an existing business or organization. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base.

Tips to sticking to a theme:

Choose your company wisely.

Often times, people realize that the company that they have chosen may not fit the criteria that they were looking for in their research. By the time this problem is realized, there may not be enough time to conduct new research on another company. This conflict ultimately results in the "fudging" of data and research in written plans to fit the criteria that the judges are looking for. When you are choosing a company, make sure you talk to the managers and ask them what aspects of their company need to be improved. (Ask lots of questions!) Also, when you find a company, think about ways that you can improve it and make sure it fits the theme.

If social networking is one of them, then you know you're starting off on the right track. However, if they are not as focused on social networking as they are in other areas, then you might be wasting both your time and theirs.

Take advantage of customer surveys (and do them early!).

When taking customer surveys, be sure to ask similar questions that you asked the manager (i.e. what aspects should the company improve on). Customers are a great source of ideas for your research plan because they give the opinion of the public. If you do this early enough, you will be able to conduct more of them for accuracy in data results, but also if you realize that this company still may not work for you, there is still time to search in other areas.

Find a target market to base your proposed ideas off of.

The theme specifically says that you have to enhance or introduce a customer loyalty system that really targets your target markets. If you know what your target audience is and what they are involved in, it will be easier to come up with relevant ideas. You can also conduct surveys specific to that target market.

Find a target market to base your proposed ideas off of.

Find out or observe how other companies are able gain loyal customers. Even if it seems too large-scale for your written plan, you can still think of something similar. For example, for stamp cards (like the ones at Quickly's), you can riff off that idea and make it more interesting that would really pique that target market's interest.

Whenever you think of an idea, check to see if it meets the criteria of the theme.

- Does it enhance/introduce customer loyalty?
- Is it creative?
- How effective will it be?
- Do I have any evidence to support that people will actually respond to this kind of customer loyalty system?
- Does this company have any promotional activities? And if so, is my idea similar to their previous attempts, or is it something new?
- How would the manager/staff perceive this idea? How would the public perceive this idea?
- How would my target market perceive this social networking idea?
- What are the short term/long term benefits to adopting my idea?
- Would I actually return to the store more if such a system was put in place?

6) Ask officers and Mr. Schmidt for suggestions.

Since many of us have prior experience with writing plans and trying to get theme-relevant ideas, we can help you brainstorm ideas on how to enhance a company's social networking program. We're here to help! 😊

An Annotated Page of a Research Plan



again, not my header..

again, not my header..

Swetka's Tennis Shop: Named #1 Tennis Shop in the U.S.A!

C. Effectiveness of the current employee-training program

lots of
advertisements,
but no
evidence
to support
them

After conducting the customer survey, it is evident that the training program that is used for the staff of Swetka's is not the most effective. From the customer survey and the observations it is clear that Swetka's has room for improvement in terms of employee-customer relations. The prior objectives for the training that employees would receive are not being pursued. From the customer survey, many customers explained that the employees are helpful, but only if they have the time. Otherwise, they are often busy with their own errands.

you should probably state what the program is
the specific - what observations

keep his words consistent. also over it's didn't have words for them

Overall, according to the customers, the employees are not as approachable as they should be. When asked for assistance in seeking a particular item they do help, however, they tend to become "pushy" when suggesting other items to the customers. This can often pressurize the customer and it may affect their thoughts on visiting this store again in the near future, which ultimately harms the income of this company.

the
customer
and it may
affect their
thoughts on
visiting this
store again
in the near
future, which
ultimately
harms the
income of
this company

no further of what else this current employee training program affects

EMPTY SPACE (take it out)

D. Conclusions based on the findings

From our research, observations, and information that we gathered from the interview, we concluded that Swetka's is in need of a legitimate employee-training program that is also enhanced by the use of technology. If the employees do not receive proper training, then they will not be able to provide the highest quality of customer service as every company wishes to provide. The employees are knowledgeable and are aware of customers' needs, but they must exercise this talent and skill that they have in a more effective manner with customers.

ideally, your conclusion should be a little longer

From our research, observations, and information that we gathered from the interview, we concluded that Swetka's is in need of a legitimate employee-training program that is also enhanced by the use of technology. If the employees do not receive proper training, then they will not be able to provide the highest quality of customer service as every company wishes to provide. The employees are knowledgeable and are aware of customers' needs, but they must exercise this talent and skill that they have in a more effective manner with customers.

15 - 100% ✓

Resources for Written Plans

1. **The company of your choice*
 - ◆ *Make sure to stay in professional contact with the company until your final competition to note any major changes, conduct necessary research, and refer to the in your plan*
2. <http://www.deca.org>
 - ◆ Use this site as a guide and checklist
3. <http://www.mvdeca.org>
 - ◆ We have resources and competitive updates for all members
4. http://www.marketingteacher.com/Lessons/lesson_marketing_research.htm -
 - ◆ This site has great tips on conducting market research and marketing components for your plan
5. <http://www.informationweek.com/news/showArticle.jhtml?articleID=206902611&pgno=3>
 - ◆ Here, you can find information on social networking strategies.
6. http://www.ehow.com/how_2377343_forms-surveys-using-google.html
 - ◆ Google surveys are a great way to conduct research, and this site gives you all the info you need to make one
7. <http://www.fgcu.edu/support/office2007/Word/index.asp>
 - ◆ This Microsoft Word 2007 tutorial has all the details on how to polish your plan
8. www.citationmachine.net
 - ◆ An easy way to cite all your sources: just copy and paste!
9. <http://sxc.hu/>
 - ◆ A great site to get free graphics and you don't even need to cite them!
10. **The competitive event binders*
 - ◆ Available at study sessions have many past plans that have placed at ICDC, so it's a good idea to check out what works and doesn't work in competitions.

Good luck with your competition!