

Company Research Project and Display

Pick a company and research the following:

1. History and Facts – When and why did it begin? How does it make money? Where and what types of places are its products sold (if applicable)? Who owns it (maybe stockholders)? Is it just a brand owned by a larger company?
 - a. Example: Gap and Old Navy and Banana Republic are owned by Gap, Incorporated.
 - b. Nike sells its products at authorized retailers and in their own Nike stores
 - c. Coach, Inc. is a publicly owned company that sells stocks to the public; they sell their products in their own Coach stores, Coach outlets and through authorized retailers

2. Target Market – Consider the four ways to segment a market and describe your customers – who they are, where they shop, how they make buying decisions, what’s important to them
 - a. You can use pictures to display this

 - b. remember: demographics, geographics, psychographics, and buying behaviors

3. Selling points – why do people buy from them? What’s their competitive advantage?
 - a. You can use pictures or words to show this

4. Competitors – direct and indirect competitors – include the competitive advantage your company has
 - a. Direct competitors – companies that sell really similar items
 - b. Indirect – companies that sell something people might buy instead.

5. Positioning – this means IMAGE– what is your company’s image? How do they achieve it? Include specific actions they take to achieve this image
 - a. Consider things like their slogans, brand marks, colors, prices, product lines
 - i. EX. What does Victoria’s Secret do to get their image? The million dollar bra, fashion shows, models, etc.

6. Market research - what do they do to find out about their customers? Find examples. Do they have customer loyalty cards that they use to collect data? surveys? analyze sales data (all companies do this)

7. Promotion – sales promotions, social media, advertising, personal selling, public relations*
 - a. *Public relations – what types of things do they do to get good “word of mouth” and make people and communities and their employees like them?

- b. Dig deep into their online presence - what do they have on their website? can you buy online? how to they lure people to their social media accounts? what makes people want to seek out their website?
 - c. what ways do they use traditional advertising like commercials, print ads, billboards, etc.?
8. In the news – current and future happenings – find out what’s been in the news recently and what’s next for the company

**Research all of this and create VISUALLY APPEALING DISPLAY!
Your poster should SCREAM the company’s POSITIONING!**

Grading:

| Display includes: | Point Value |
|---|-------------|
| History and facts | 5 |
| Target Market | 5 |
| Selling Points | 5 |
| Competitors | 5 |
| Positioning | 5 |
| Market Research | 5 |
| Promotion | 5 |
| Current and future happenings | 10 |
| Display is evident of BRAND and POSITIONING | 10 |
| TOTAL | 55 |