Food Marketing Association: Fund Raising Task Force

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Honors Thesis Project
HNRS 4990

Miranda K. Owen, Student
Dr. Ann Veeck, Chair

April 28, 2008
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EXECUTIVE SUMMARY

The objective of this project was to develop a sustainable fundraising program for the Food Marketing Association, a Western Michigan University student organization, which would not only provide income to our organization but provide an educational experience for the students. My idea was to contact a food manufacturer or marketing group and offer the resources of our organization to introduce and test one of their new products on WMU’s campus in exchange for a donation to the organization. The concept seemed ideally suited to the skills and interests of the members of the FMA in that it would provide valuable career experience to the students while raising money. In exchange, I felt that our organization could provide a valuable experience to a company.

I introduced my concept in September of 2007 to a group of fellow students, including Nia Harvey and Danielle Grier. Dr. Thaweephan Leingpibul, Assistant Professor in Marketing, was also very receptive to the idea. This group became The Marketing Research Task Force. The students joined enthusiastically in the effort and Dr. Leingpibul offered valuable advice and together we planned this project. Because the project was my original idea and provided a professional service, the Honors College endorsed my use of this project as my thesis.

Through a yearlong, exerted effort, the Marketing Research Task Force has successfully established contacts with companies that are planning projects with the FMA. We are in the process of completing a project with Wal*Mart that will involve moderating and analyzing a series of focus groups. In addition, we have developed prospects for future projects with Bell Plantation and Pucci Foods, so the FMA can seamlessly continue these projects next year. The following report summarizes and outlines the process that the Marketing Research Task Force followed in order to obtain its current position. I believe that
this project has provided me with great experience with managing a fundraiser and interacting with corporations, as well as providing a service to the FMA. As a result of this project, the WMU FMA Marketing Research Task Force has developed a relationship with the world’s largest retailer, and one of the world’s largest employers—i.e. Wal*Mart.

Another outcome is the experience that our taskforce has gained working together, which promises to continue to accrue as we organize the focus groups. In consideration of our efforts as a team, Wal*Mart has promised to sponsor and fund educational and social networking events for our students over the next fall and spring semesters.
THESIS DECLARATION

The Inspiration

At the start of the fall semester in 2007, ideas were circulating at the Business Bash of new activities that the Food Marketing Association could initiate for the next year. This is where my idea came to fruition. I recalled a moment from my visit to the FMI Show in Chicago where a man, marketing for Cinnabon coffee drinks, put his card in my hand and said “I want to come to your campus.” So, I suggested that the FMA contact some companies to see if they would like to bring their new food product to our campus for testing, and we could host an event for them. This suggestion started a series of ideas from both Dr. Leingpibul and Nia Harvey, who were present during the discussion.

The Food Marketing Association

Food Marketing Association exists to facilitate interaction between Food Industry company representatives and Food and Consumer Package Goods Marketing students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Food/CPG Marketing major prepares students for a business career in food marketing, and the FMA assists this goal by providing additional experiences for these students outside of the classroom.

The Formulation

As we were planning activities for the FMA, I was also planning my honors thesis project. Since the development of this type of program for FMA would take up much of my time over the next year, I thought of turning this project into my honors thesis project. With guidance from Dr. Andreadis, Associate Dean at the Honors College, I learned that this
project could form the basis of my thesis, since the idea was original, and it was to be professionally administered and presented in accordance with my major area of study. I proposed that a group of FMA students could form a business partnership with a company, develop a relationship with that company, and at the same time raise funds for the student organization by providing that company with marketing research services.

The Team Effort

In order to pull off a project of this nature for the student organization, a motivated team of FMA members had to be developed. Over the next several weeks, Nia Harvey, Danielle Grier, and I met to develop a business proposal. It was a wonderful team effort, and this project is an excellent example of what can happen when enthusiastic students collaborate. First, we brainstormed. We looked through trade magazines for new products and prospective companies to which we could send our proposal. Once we had our targets in mind, we drafted our proposal. With Dr. Leingpibul’s assistance, we were able to identify the necessary documents for this type of proposal. Also via his administration, our group was giving a name: the FMA Marketing Research Task Force.

At the completion of our draft, Dr. Leingpibul arranged for our team to present our proposal to the Food Marketing Advisory Board. They give advice to Food Marketing professors and students, and consist of industry professionals and university members that represent all areas of the Food Industry, from retail to manufacturing. That was a productive meeting, and we received positive feedback from our mentors in the industry.

The Website

Dr. Leingpibul also helped by setting up a website for us. He added a page onto the FMA website, and we titled it Marketing Research. Via this forum, we share who we are, and
what our current efforts are. I continuously updated it throughout the year. A copy of the Task Force webpage is included in the Appendix portion of this report.
OUTSIDE OPINIONS

As part of this project, we researched similar efforts from other organization. The following examples were found after formation of the FMA Marketing Research Task Force.

After learning from companies that they already had developed projects similar to what I was proposing, I looked to find other documented examples of other efforts to develop this type of program at other universities.

Similar Programs

Below are two examples of what I found:

“DeSales Students Conduct Study on Ice Preference of Young Adults and Gain Real World Market Research Experience”...

“According to McGorry, the experience proved worthwhile to the DeSales marketing students.”

"Students are usually very surprised at what is actually involved in the marketing research process," said McGorry. "For many, this is the first time they had the opportunity to meet with a client and help conduct research to identify target markets, more clearly define new markets, or simply understand an evolving marketplace." 1

“Marketing Research Partnership Program: Building Links Between NKU and the Marketing Research Community”

“The Department of Management and Marketing at Northern Kentucky University is excited to launch the Marketing Research Partnership Program (MRP2) between NKU and the regional marketing research industry. This partnership will enable member firms to gain access to students for internships, co-ops and possible permanent employment. It will also build a bridge between academics and practitioners by bringing members of the local research community to NKU’s campus for guest lectures and seminars.”

“Northern Kentucky University’s marketing program has a rich tradition of emphasizing marketing research as the foundation of the major. Students are required to complete two courses in research. In the capstone class, student teams serve as a full service research company to clients in the Greater Cincinnati community. It is estimated that over the past 15 years nearly 200 organizations have benefited from NKU’s student research projects.”
“The MRP2 will strengthen and build upon the existing relationship between NKU and the local research community. At present, NKU has graduates working in large numbers of the marketing research firms including Alliance, Burke, Convergys, AC Nielsen, and others. One of the most important issues for these firms is attracting qualified, talented employees. As a member organization, you will be helping to create well educated, well trained young professionals who are poised to be the leaders in the marketing research industry.”

“Marketing Research Partnership Program: Benefits to Membership

- Opportunity to create a quality workforce that has both a theoretical and applied knowledge of marketing research
- Opportunity to offer internships and co-ops for students that may lead to permanent employment opportunities
- Chance to develop partnership with NKU that provides assistance in other areas of your business
- Opportunity to work with the best and brightest students who are excited about a career in the marketing research profession
- Interaction with peers to discuss issues facing the local marketing research industry”

These two examples show that the Marketing Research Task Force, which I inspired at WMU, is similar to what other universities have implemented as well. Therefore, I believe it would be worthwhile for the students of the Food & CPG Marketing program to continue with the Task Force, and build the skills that others have found to be beneficial as well.


THE PURSUIT

The Business Proposal

The Appendix includes our cover letters and the targeted business proposals that I revised for each of the prospective companies. It is important that the business proposal is reviewed in detail, as it outlines who the Task Force is and what we set out to accomplish. The proposal offers options that could be tailored to fit individual needs. Each proposal was delivered with anticipation that the Task Force would complete the project before the end of the current semester.

Targeted Company Partners

The first proposal I sent was to Peter Moersen, Vice President of Sales at BYB Brands, Inc., who first suggested that he would like to come to WMU’s campus at the FMI Show in Chicago. After starting with him, and getting a polite denial, I pressed on and decided that we should try to build a relationship with Kellogg’s.

After learning that Kellogg’s was already working with WMU graduate students, we began searching for other companies to which to send our proposal. Fortunately, I was selected to attend the National Grocers Convention (NGA) in Las Vegas. This convention hosted independent grocers from across the country while providing a forum for them to be introduced to new product innovations. While I was there, I took it upon myself to search out companies that may want to take advantage of our Task Force services. I was able to obtain references of two companies to which I promptly sent our proposal.

Both companies provided positive feedback. Bell Plantation wanted us to develop an entire marketing strategy for them, and Pucci Food’s Freshly Wholesome Gourmet just responded that they wanted to work with us, without clarification on what they wanted us to do.
In the meantime Wal*Mart approached Mr. Phil Straniero, Executive-in-Residence, about WMU students conducting a series of focus groups for them. Mr. Straniero knew exactly who could provide this service and directed me to respond to their request. I accepted. I talked it over with the Task Force members, Nia and Danielle, and they also agreed to help. The Task Force had finally found its first project.

**Future Prospects**

Since Bell Plantation’s request for us to develop a marketing strategy would take longer than our time would allow, we decided to leave their request with Mr. Straniero and Dr. Gambino, Director of the Food/CPG Marketing program. The two of them decided that they could possibly use the Bell Plantation marketing strategy project as a future semester project or as a possible internship for a couple Food Marketing students.

Also, Pucci Food’s Freshly Wholesome Gourmet had to be put on hold. Since the Task Force opted to work on Wal*Mart’s project, we had to decline Pucci Food’s request for a project this semester and left them as a potential project for FMA members next semester.
THE COMMUNICATION PROCESS

Timeline of Events

- September 19, 2007 – Business Bash – I share my idea with Dr. Leingpibul and Nia Harvey
- September, 2007 – Task Force meets to brainstorm
- October, 2007 – Task Force meets to draft proposal
- October 31, 2007 – Task Force presents proposal to Advisory Board
- November, 2007 – Nia Harvey sends proposal to contact at ConAgra
- January 21-22, 2008 – Sent notice via email, and sent proposal via priority mail to Peter Moersen, BYB Brands, Inc.
- February 1, 2008 – Sent notice via email, and sent proposal via priority mail to Mike Mickunas, Kellogg’s Company
- February 1, 2008 – Response Received from Peter Moersen
- February 5, 2008 – Response Received from Mike Mickunas
- February 5-8, 2008 – NGA Convention in Las Vegas provides two prospects
- February 15, 2008 – Sent notice via email, and sent proposal via priority mail to Lance Lever at Bell Plantation regarding PB2, and to Lewis Cohen at Pucci Foods regarding Freshly Wholesome Gourmet products
- February 26, 2008 – Bell Plantation responds to Phil Straniero about acquiring our services to develop a marketing strategy, time for project may come in the future
- February 28, 2008 – Phil remembers that Wal*Mart also contacted him about setting up a focus group project, I decide this a project that the Task Force can work on, and Phil refers me to Danielle Bank
- February 29, 2008 – Phil provides contact information for Danielle Bank at Wal*Mart, and I call and leave message
- February 29, 2008 – Lewis Cohen contacts me with positive response, wants us to start something, no details given
- March 10, 2008 – Finally touched base with Wal*Mart, will share proposal at Food Marketing Convention
- March 12, 2008 – Met Danielle Bank and gave her proposal
- March 17, 2008 – Followed up with Lewis Cohen, time for project may come in the future
- April 7, 2008 – Receive information via email from Wal*Mart about focus groups
- April 11, 2008 – Finally sit down with Danielle Bank at Wal*Mart, Task Force members are all present to work out details of focus groups
- April 15, 2008 – First step in preparing for focus group is presented to Wal*Mart
- April 18, 2008 – Wal*Mart requests revision to screening document
- April 21, 2008 – Revised screening document presented
- April 23, 2008 – Wal*Mart gives “green light” to begin recruitment process
Sent and Received Messages

The following correspondences are further documentation of my work over the past semester. They are listed in time and date order; therefore not every response is listed right after the initial message.

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Monday, January 21, 2008 9:58 pm
To peter.moersen@bybbrands.com
Cc Nia C Harvey <nia.c.harvey@wmich.edu>, Danielle M Gier <danielle.m.gier@wmich.edu>
Subject Food Marketing Student Association - Business Proposal

Mr. Moersen:

Thank you for taking the time to speak with me at the 2007 FMI Show. You put your card in my hand and said that you wanted to bring Cinnabon’s new coffee drinks to my campus. I held onto your card with the forethought that we could work together on a future project.

Soon, you will receive information in the mail from Western Michigan University's, Food Marketing Research Task Force. Our Task Force members, Nia Harvey, Danielle Gier, and myself, with the support of our Food Marketing Student Association, decided that we would like to work with industry professionals like you, to bring awareness of new food and beverage products to students, as well as provide product feedback to your company.

The information you will receive is a proposal of different services we can offer BYB Brands, Inc. We are flexible with our ideas, and are open to learning from you if you have any suggestions on how we can work together on a project. Please take the time to review the information, and provide us feedback on your interest. We will be looking forward to hearing from you.

Dear Mr. Mickunas:

I am a Food & CPG Marketing Student from Western Michigan University. I am also a founder of the Marketing Research Task Force, a student group within the Food Marketing
Association (FMA). Our mission is to build a business relationship with you, and provide you our services as an educational benefit to the members of FMA.

Mr. Phil Straniero referred me to you. He thought you might be interested in doing some research with undergraduate students on campus. We would like to work with industry professionals like you, to bring awareness of new food and/or beverage products to students, as well as provide product feedback to your company.

Please expect to see more information that we will send to you in the mail. The information you will receive is a proposal of different services we can offer Kellogg’s. We are flexible with our ideas, and are open to learning if you have any suggestions on how we can work together on a project. Please take the time to review the information, and provide us feedback on your interest. We will be looking forward to hearing from you.

From Peter.Moersen@bybbrands.com
Sent Friday, February 1, 2008 3:32 pm
To Miranda Kay Owen <miranda.k.owen@wmich.edu>
Subject Re: Food Marketing Student Association - Business Proposal

Miranda:

Yes, I did receive the proposal. Thank you for sending. I have shared it with our Director of Marketing, Mark Simmons, for his review. We currently are using a local college, Queens University, for similar research. That does not preclude us from working with Western Michigan, but the proximity of Queens being right in Charlotte is certainly advantageous.

I will get back in touch with you after Mark has had the opportunity to review.

Regards,

Peter

From "Mickunas, Mike" <Mike.Mickunas@kellogg.com>
Sent Tuesday, February 5, 2008 5:16 pm
To Miranda Kay Owen <miranda.k.owen@wmich.edu>
Subject RE: Food Marketing Student Association - Business Proposal

Dear Miranda,

Thank you for your email and the materials that you sent. The FMA Task Force looks to be a very efficient option for understanding the college market. We would be interested in working with you at some point, but I
am currently involved with a project with Professor Veeck's MBA class and do not have the opportunity to initiate another program. I will share your information with our marketing and research teams to see if an opportunity exists elsewhere within Kellogg's and let you know if there is any interest.

Regards,

Mike Mickunas

VP, Market Research
The Kellogg Company
One Kellogg Square
Battle Creek, MI 49016
269.961.2332

From Miranda Kay Owen
Sent Friday, February 15, 2008
To Bell Plantation attn: Lance Lever, VP Manufacturing

Dear Mr. Lever:

I am a Food & CPG Marketing Student from Western Michigan University, and I met you at this year's NGA Convention. I am also a founder of the Marketing Research Task Force, a student group within the Food Marketing Association (FMA). Our mission is to build a business relationship with you, and provide you beneficial services for building PB2 brand awareness and providing product feedback.

More information, including a copy of our business proposal, is being sent to you in the mail. The information you will receive is a proposal of different services we can offer Bell Plantation. We are flexible with our ideas, and are open to learning if you have any suggestions on how we can work together on a project. Please take the time to review the information, and provide us feedback on your interest. We will be looking forward to hearing from you.

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Friday, February 15, 2008 1:07 pm
To lewc@freshlywholesomegourmet.com
Subject Marketing Research Proposal from WMU

Dear Mr. Cohen:

I am a Food & CPG Marketing Student from Western Michigan University, and I met you at this year's NGA Convention. I am also a founder of the Marketing Research Task Force, a student group within the Food Marketing Association (FMA). Our mission is to build a
business relationship with you, and provide you beneficial services for building Freshly Wholesome Gourmet brand awareness and providing product feedback.

More information, including a copy of our business proposal, is being sent to you in the mail. The information you will receive is a proposal of different services we can offer Freshly Wholesome Gourmet. We are flexible with our ideas, and are open to learning if you have any suggestions on how we can work together on a project. Please take the time to review the information, and provide us feedback on your interest. We will be looking forward to hearing from you.

From  Bell Plantation
Received  Tuesday, February 26, 2008
To  Phil Straniero
What  A very positive response from Bell Plantation came via telephone call. They requested that we compose a marketing strategy for them.

From  Phil Straniero <phil.straniero@wmich.edu>
Sent  Friday, February 29, 2008 0:40 am
To  miranda.k.owen@wmich.edu
Subject  Wal*Mart Project

Miranda --- I traded messages with Danielle Banks at Wal*Mart today and she suggested that you call her on Friday (if not Friday then next week unless you are going on vacation then it can wait until after Spring Break) to discuss the project in greater detail including possible timings (30-60 days).

She plans to be in the local Wal*Mart Marketing Office on Friday -- the number is 269.544.0709
If no answer there -- her cell number is 269.290.4808

She is expecting your call - please identify yourself as the student I discussed with her who will be managing the project with Dr. Veeck's guidance.

Let me know if you need anything from me!

Phil

From  Lewis Cohen <lewisc@puccifoods.com>
Sent  Friday, February 29, 2008 7:51 pm
To  miranda.k.owen@wmich.edu
Cc  chris@freshlywholesomegourmet.com
Subject  Research
Hi Miranda,
I received your proposal and it looks fine. What are the next steps in this process? Please let me know what you need to get started.
Look forward to hearing back from you.
Thanks,
Lew

Lewis I Cohen
Business Development
Freshly Wholesome Gourmet / Pucci Foods
Direct: 925.260.6434
Office: 510.300.6866
Fax: 510.887.0176
lewisc@puccifoods.com

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From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Monday, March 10, 2008 1:25 pm
To "ann.veeck@wmich.edu" <ann.veeck@wmich.edu>, Frank Gambino <frank.gambino@wmich.edu>, Phil Straniero <phil.straniero@wmich.edu>
Subject Wal*Mart update

Hello,

I finally spoke with Danielle at Wal*Mart today, she's been trying to get in touch with her marketing department for some information on best practices on these focus groups. Apparently, Sam's Club conducted some focus groups like this and they were successful. As soon as she has more information for me about how we are to proceed, she will let me know. She thinks it may be at least another week until she will be able to get back to me, but she will be at the FMK Conference banquet on Wednesday, so I will hopefully meet her there. Also, I am to be brainstorming on how to reach the community for participants in the focus group (not just students). Let me know if you have any thoughts on this.

---

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Monday, March 17, 2008 9:59 am
To Lewis Cohen <lewisc@puccifoods.com>
Subject Re: RE: Research

Hi Lew,

I apologize again for my delayed response. I talked with my group about your interest, and we would really like to work with you. However, this semester is going to be over before we know it, and we have other projects already in the works, so your project may be something that I will need to pass along for students to work on this summer or fall.
Please let me know what you had in mind for making use of our services. If you want to send us some samples, for free distribution and to heighten awareness, we may still be able to do that this semester. If you are interested in having us do some research too, we will need to know what you had in mind, and then we could provide you a time line for your project.

Please let me know. Thanks for your interest!

---

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Wednesday, March 26, 2008 8:09 am
To drbank@wal-mart.com
Cc "ann.veeck@wmich.edu" <ann.veeck@wmich.edu>, Phil Straniero <phil.straniero@wmich.edu>
Subject WMU focus groups

Hi Danielle,

I am writing to see if you have any new information about how/when we will be getting started on conducting your focus groups. My Marketing Research Task Force teammates are ready when you are, and we have an idea about how we can draw a sample of community members, and not just students.

I'll be looking forward to hearing from you.

---

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Friday, April 4, 2008 9:31 am
To Danielle Bank <drbank@wal-mart.com>
Cc ann.veeck@wmich.edu, Phil Straniero <phil.straniero@wmich.edu>
Subject Re: RE: WMU focus groups

Hi Danielle,

I hope you enjoyed your vacation. I just want to remind you about the information you were going to email me. I look forward to receiving it.

Also, I want to let you know that I will be bringing a classmate or two with me to our meeting on Friday, April 11 at 9:00 AM.

---

From Danielle Bank <drbank@wal-mart.com>
Sent Monday, April 7, 2008 1:32 pm
To miranda.k.owen@wmich.edu
Subject FW: Focus Group
Attachments wmt_sig_save.gif 2K
Wal-Mart homework (2).doc 38K
WMC1601cnc Pharamcy Groups.doc 68K
Hi Miranda,

Here is some information I was able to obtain from our corporate marketing group. These are examples of a survey, moderator script, and a homework assignment (for the chosen participants). These materials were used for focus groups about the pharmacies. It may give you some ideas, it would just need to be tailored towards the overall Wal-Mart stores.

Hi All,

I just wanted to update you all with the status of Marketing Research Task Force project. Last week, our meeting with Wal*Mart went well. Nia, Danni, and I attended.

Danielle Banks at Wal*Mart finally agreed that we can and should use the resources of the college. Our groups will consist of maintenance staff, administrative staff, and students. We are still considering the best way to reach these groups; either personally stopping them in the hall, or locating a copy of the WMU phone directory, or by uploading the screening questionnaire on SurveyMonkey and sending it in an email. However, I'm not certain that we would be able to reach our maintenance staff by email. If you have any thoughts on this, please share them. They will be appreciated.

In compensation for our services, Wal*Mart is prepared to host and sponsor some student events for FMA. They would like to bring FMA out to the store for a "Vendor Fair," where they would feed us and give us a tour of the store. Plus, they would like to come for two career nights, one in each semester next year. They promise to bring food.

The attached document is our respondent screening questionnaire. Before we send it off to Wal*Mart, Nia and Danni are going to take a look at it to see if I missed anything. We would also like Dr. Veeck's input to be sure we've covered all our bases. I'll be stopping by your office later, Dr. Veeck, see you then.
Hi Danielle:

The attached document is our revised questionnaire. You will notice that we included fewer questions than we initially discussed. Since the population that we are pulling our sample from is smaller than the sample for which the original questionnaire was designed, we should not limit our respondents by asking too many questions. This is what our marketing research advisor has directed us to do.

We also prepared the questions that we originally discussed for the questionnaire, and these will be useful to us in conducting the focus groups. Many of the answers to the questions you desired will be brought out during the group discussion.

Please review the document, and let us know your thoughts. We are looking forward to the next step.

Miranda, 

Is there any way we can add a question to determine what other stores they may have shopped at in the last 6 months, besides Wal-Mart? We want to also include respondents who have shopped at other grocery stores to determine what our competitors may be doing better than we are. If this doesn't make sense, give me a call and I will explain more in detail.
Hi Danielle,

We added the question that you requested (question #4). If this meets your satisfaction, then we will continue with the next step, setting the focus group schedule.

Unless Wal*Mart would like to provide a lunch, I do not think we should schedule a group during the lunch hour. Doing so may create some interference with the added noise of eating. However, we may have increased interest in participation if Wal*Mart can provide a lunch, and our respondents can participate over their lunch break. Or we may also have increased participation if we let them know that they can bring their lunch to the discussion. If this option is ruled out, I think it best to ask respondents to participate at the end of their work day, at 5:00 PM. Let us know your thoughts on this.

Once we have this schedule set, we can begin recruiting our sample. At the same time, we will need to revise our group discussion points to reflect the remaining topics/questions that we covered in our meeting.

We'll be looking forward to hearing from you.

---

From Danielle Bank <drbank@wal-mart.com>
Sent Wednesday, April 23, 2008 12:38 pm
To miranda.k.owen@wmich.edu
Cc Archie Armino - RARMINO <rarmino@wal-mart.com>
Subject FW: RE: Focus Group Screening Questionnaire
Attachments Revised_WM_WMU_Focus Group Screening Questionnaire.doc 46K

Miranda, yes, we can provide lunch if you think it will help participation. Thanks for making the changes to the questionnaire. I think that will help.

---

From "Miranda Kay Owen" <miranda.k.owen@wmich.edu>
Sent Wednesday, April 23, 2008 2:48 pm
To Danielle Bank <drbank@wal-mart.com>
Cc "ann.veeck@wmich.edu" <ann.veeck@wmich.edu>, Danielle M Gier <danielle.m.gier@wmich.edu>, Nia C Harvey <nia.c.harvey@wmich.edu>
Subject Re: FW: RE: Focus Group Screening Questionnaire

Hi Danielle,

I think it would be nice to offer a lunch to increase interest in participation during a lunch hour; some sandwiches, chips, water and lemonade, would be nice to offer our respondents, on top of their $20 gift card.
If you have any other suggestions or requests; ie. date/time preferences for the week of May 12-16, or lunch suggestions, please let me know. Otherwise, I will go ahead and set a schedule, and start recruiting and scheduling based on these offerings early next week.

From Danielle Bank <drbank@wal-mart.com>
Sent Wednesday, April 23, 2008 3:25 pm
To Miranda Kay Owen <miranda.k.owen@wmich.edu>
Cc ann.veeck@wmich.edu , Danielle M Gier <danielle.m.gier@wmich.edu> , Nia C Harvey <nia.c.harvey@wmich.edu> , "Renee York - rsyork.s05065" <rsyork.s05065.us@wal-mart.com>
Subject RE: FW: RE: Focus Group Screening Questionnaire

If we scheduled them for Monday - Thursday, that week would probably work best. Our assistant, Renee' could bring lunch over to WMU. We can provide lunch from the deli, we will just need to know in advance how many to plan on. Feel free to touch base with me next week and let me know how the recruiting is going.

Thanks for all of your help!
THE WAL*MART PROJECT

The Project

Danielle Bank, Market Human Resource Manager at Wal*Mart, has enlisted our Task Force services to conduct a series of focus groups on WMU’s campus. Focus groups are a tool that marketing researchers use to gather information about consumers wants and needs. We will gather a sample of consumers, who recently shopped at Wal*Mart, and ask them to meet with us to discuss their shopping experiences. The focus groups will be held at the Haworth College of Business. In order to obtain a sample of community members, we will recruit WMU administrative staff, maintenance staff, and students to participate in discussions about Wal*Mart stores.

A Task Force member will be assigned to moderate each of the discussions, and prod questions in the group. We will conduct three focus groups of six individuals each. We will audio-record the sessions and then provide the feedback to Wal*Mart who will use the information to strengthen their retail strategy. Wal*Mart wishes us to focus on obtaining information about their front-end services, including the check-outs, as well as all their departmental areas from Oil & Lube to Grocery.

What’s been Done

In April, the Task Force finally had the opportunity to meet with Danielle Bank at Wal*Mart to discuss the project strategy. We also outlined tactical steps that would need to be done over the next month.

We discussed the screening questionnaire which we will be used to recruit the subjects. After some deliberation, we agreed on the criteria that would help us discriminate our respondents. The questionnaire that I revised is included in the Appendix of this report. We also discussed incentives for the groups, and decided that a $20 gift card would be given...
to each participant. We later decided that we would also provide a lunch to encourage participation over a lunch hour.

**What’s to Come**

Next week, the Task Force will begin recruiting respondents with the approved questionnaire. We will recruit three groups, and schedule the discussions to occur over a lunch hour. In the strategy meeting, we also requested some recording devices that Wal*Mart should be able to provide for us.

The Task Force will meet to recruit and then to schedule the focus groups. We will also educate ourselves on the best practices for moderating focus groups. I will finish preparing the discussion points that each of us will use while conducting the focus groups. Each of the Task Force members will act as moderator for one of the three focus groups. This will be a great experience.

After each of us administers our discussion, we will transcribe the recordings into a summary, and produce a report for Wal*Mart. The report and the original recordings will be turned over to complete our project.

**Consideration of Our Efforts**

In compensation for our services, Wal*Mart is prepared to host and sponsor some student events for FMA; these include Career Info Nights, and a Vendor Fair. They would like to bring FMA out to the store on West Main for a Vendor Fair, where students can learn about Wal*Mart’s vendors, eat some of their food, and get a tour of the store. In addition, Wal*Mart would like to come for two Career Info Nights, one in each semester next year. Again, they promise to offer food, and talk about career opportunities with Wal*Mart. Though the Task Force will not be able to take part in these events, we take great pleasure in knowing that our efforts and experiences provided students future rewards and activities.
CONCLUSION

Outlook for the Task Force

In the short time that we have worked together, the Task Force has gained two prospects for future project: the Bell Plantation marketing strategy, and a project with Pucci Foods on their Freshly Wholesome Gourmet product line. We also will complete a project with Wal*Mart that will bring benefits to students in the future. Though no monetary funds were raised for FMA, social and educational events will be provided by Wal*Mart, our chosen company partner.

With hope, FMA students will continue this project. At least one junior has expressed interest in continuing our efforts. I will leave a copy of the proposal with her for next year. Hopefully other students will recognize the benefits that this type of experience will bring for them, and for the Food Marketing Association, and this concept will form the basis for ongoing educational and profitable activities that will provide value for the student organization for years to come.
Who are we?

The FMA Marketing Research Task Force is a fund raising unit of the Food Marketing Student Association (FMA) at Western Michigan University. Besides raising funds, it is the FMA’s commitment as a new generation of Food/CPG industry leaders, to contribute our skills and capabilities to help the Food/CPG community flourish. Since all leading Food/CPG companies continuously strive to provide better products to their consumers, the need of testing new products/markets exists a part of product life cycle and incurs a large cost. If this particular new product development involves college student segment, the FMA can offer a competitive advantage over other marketing firms for the following reasons.

1. We are a part of the WMU campus, the home of over 26000 students (domestic and international)
2. We have over 60 active members who are trained in market research specialized in the Food/CPG industry; therefore, we can offer marketing research services at a much lower cost compared to other marketing research services.
3. We have access to campus facilities as a part of student activities; therefore, we can operate with a very small fixed/overhead cost.
4. We have access to professional help; such as Library databases and our professors, at no cost.

Our Objective

To raise funds for the Food Marketing Student Association at Western Michigan University by providing marketing research services such as free sample distribution, new product evaluation, focus groups, and surveys, to help Food/Consumer Packaged Goods company to effectively evaluate new product adoption, especially among the college student target market.

What can we do for you?

Being a part of the WMU campus and having training in the Food/CPG marketing discipline, the FMA is able to offer wide ranges of marketing research services such as:

1. Providing a free sample distribution service.
2. Providing New Product Evaluation Services (i.e. Survey, focus group).
3. Helping facilitate your New Product Development Team’s market research activity with WMU students on our campus.
4. Helping recruit a subject to participate in Focus groups/surveys.
5. Providing services at a lower cost than possible if done by other market research firms.

Want to get involved?

Currently, we are looking for companies with new Food or CPG products that may target college students. If you know who we could send our proposal of services to, please contact us, and provide us with their contact information. We will send them our proposal right away, and you will have the opportunity to work with us on our project!

How to contact us?

Nia Harvey
269.387.4249
Nia.Harvey@wmich.edu

Miranda Owen
269.352.5411
Miranda.K.Owen@wmich.edu

Mailing Address:
FMA Marketing Research Fund Raising Task Force
Food Marketing Student Association (FMA)
3141 Schneider Hall
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
(FX) 269.387.5710
January 21, 2008

Peter Moersen  
Vice President, Sales  
BYB Brands, Inc.  
2101 Rexford Rd, Suite 101E  
Charlotte, NC 28211

Mr. Moersen:

Thank you for taking the time to speak with me at last year’s FMI Show. You put your card in my hand and said that you wanted to bring Cinnabon’s new coffee drinks to my campus. I held onto your card with the forethought that we could work together on a project in the future.

The FMA Task Force would like to provide you our marketing research services to help your new product development team in launching a new food or beverage product this coming spring. We realize college students may be a large part of your target market. Being a part of the WMU community and being trained in the marketing discipline just for the Food/CPG industry, we are pleased to propose a cost effective solution that will help you to effectively evaluate the market adoption of your new product.

We are a group of Food/CPG students who plan to have a future career in the marketing profession. Although we are still in college, we are willing to contribute our best skills/capabilities to help Food/CPG companies become successful and flourish. We pride ourselves in providing our clients with a professional service, guaranteed accuracy and the highest level of confidentiality. The enclosed brochure is a brief introduction of what we can do for you. Our service can be customized to fit your needs.

We look forward to discussing your project with you in more detail shortly. Please contact us directly anytime you have additional questions or requests.

Sincerely,

Miranda Owen  
Food/CPG Marketing Student  
FMA Marketing Research Fund Raising Task Force  
Haworth College of Business  
Western Michigan University  
Kalamazoo, MI 49008  
269.352.5411  
miranda.k.owen@wmich.edu  
http://wmufma.org/research.aspx
Project

Food Marketing Student Association: Marketing Research Task Force for New Product Development

January 21, 2008

Prepared for: Peter Moersen
Vice President, Sales

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

Description
FMA Marketing Research Task Force is established to raise funds for the Food Marketing Student Association, a nonprofit organization, at Western Michigan University. We aim to help Food/Consumer Packaged Goods Companies on market research regarding their new products targeting college students. Being a part of WMU campus and having training in Food/CPG marketing discipline, FMA is able to offer a wide range of Marketing Research Services such as Free Sample Distribution, New Product Evaluation, Focus Group, Survey, Market testing for New Products, in very cost-effective manners.

Proposal Number: 1_21_08
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Executive Summary

Objective

To raise funds for the Food Marketing Student Association at Western Michigan University by providing marketing research services such as free sample distribution, new product evaluation, focus groups, and surveys, to help Food/Consumer Packaged Goods company to effectively evaluate new product adoption, especially among the college student target market.

Who are we?

The FMA Market Research Task Force is a fundraising unit of the Food Marketing Student Association (FMA) at Western Michigan University. Besides raising funds, it is the FMA’s commitment as a new generation of Food/CPG Industry leaders, to contribute our skills and capabilities to help the Food/CPG community flourish. Since all leading Food/CPG companies continuously strive to provide better products to their consumers, the need of testing new products/markets exists a part of the product life cycle and incurs a large cost. If this particular new product development involves the college student segment, the FMA can offer a competitive advantage over other marketing firms for the following reasons.

- We are a part of the WMU campus, the home of over 26,000 students (domestic and international)
- We have over 60 active members who are trained in market research specialized in the Food/CPG Industry; therefore, we can offer market research services at a much lower cost compared to other market research services.
- We have access to campus facilities as a part of student activities; therefore, we can operate with a very small fixed/overhead cost.
- We have access to professional help; such as Library databases and our professors, at no cost.

What can we do for you?

Being a part of the WMU campus and having training in the Food/CPG Marketing discipline, the FMA is able to offer wide ranges of marketing research services such as:

- Providing a free sample distribution service.
- Providing New Product Evaluation Services (i.e. Survey, Focus Group).
- Helping facilitate your New Product Development Team’s market research activity with WMU students on our campus.
- Helping recruit a subject to participate in Focus groups/surveys.
- Providing services at a lower cost than possible if done by other market research firms.

The Affiliation & Background

WMU’s Food Marketing Association, a nonprofit student organization, exists to facilitate interaction between the Food/CPG Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the Food Marketing Association will leverage its influence to create a community among its members and create opportunities for their success.
Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

FMA Marketing Research Task Force
Food Marketing Student Association
3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008

(PH) 269.387.4249
(FX) 269.387.5710
E-Mail: miranda.k.owen@wmich.edu
http://wmufma.org
Introduction:
Western Michigan University’s Food Marketing Association (FMA) is starting a market research program to assist BYB Brands, Inc. in gathering new product feedback and data from campus students. WMU’s Food Marketing Association exists to facilitate interaction between Food Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Market Research Task Force will seek to develop a cooperative learning arrangement where our students can learn about market research and our partnering company can learn about their product’s marketability.

Organization Goals and Objectives:
Establish a relationship that will benefit BYB Brands’ market research of current and future products, and allow BYB Brands to work directly with their target market and to provide the opportunity of building their brand image and product awareness. We plan for this new relationship to be beneficial to FMA educationally, and anticipate it will provide resources for additional educational opportunities.

Our value added benefits include providing BYB Brands with modern facilities, students with classroom and hands-on experience from the Food & CPG Industry training, and experienced professors both in the classroom and in the industry.

Market Research:
- Gather information from BYB Brands to integrate our research efforts with their marketing strategy.
- Provide direct market testing through WMU’s student body and campus community.
  Demographics:
  - Total Campus Enrollment—26,239: Undergraduate—21,434 [Female—10,882, Male—10,552]
  - 88% full time students
  - 24% live on campus—5145 students

Strategy:
- To portray FMA as a professional student organization with entrepreneurial goals and aspirations.
- To create a brand image for FMA beyond the retail industry by developing stronger relationships with industry professionals.

Implementation Process:
- Meet with company research team to gain product knowledge to effectively promote product research activities. These will occur each time there is a new product offering (Student/Company Info Night).
- Recruit sample through flyers, e-mail list, Western Herald, FaceBook, MySpace, word-of-mouth, student organizations.
- Two weeks prior to event, launch recruitment media. Reminders to be distributed and/or posted the week of, and also 2 days before any event.

Location:
Many locations are available: the Focus Group Room for qualitative research, Student Lounge and other on-campus events for a high number of quantitative surveys to be distributed, on campus housing for sampling on-campus residents, and Bernhard Center (Bronco Mall) Food Court. Our campus is especially beneficial in obtaining quantitative data; because any of our locations have high traffic we have the opportunity to obtain a large sample in a short period of time. It is also convenient because students are familiar with quantitative surveys, and they are minimal cost.

Personnel:
Enforce quality management principals among our participants to ensure that the company’s brand image and objectives are upheld, and are not compromised. We will provide training methods for all the participants to make sure they are professionally representing BYB Brands Inc., as well as FMA.
Free Sample Distribution

Receive Samples

Distribute Samples

New PD Evaluation

Receive Samples & Surveys

Distribute Samples

Evaluate Samples

Collect Data

Analyze Data & Create Report

Make a contact

Submit a Proposal

Meet with Clients

Survey Distribution

Receive Surveys

Answer Surveys

Collect Data

Analyze Data & Create Report

Create Presentation

Focus Group

Recruit Subjects for Focus group or Survey

Conduct Focus Group

& Create Report

Make Presentation

FMA Task Force

Services offered

FMA

FMA Marketing Research Task Force | Business Proposal
Benefits

By using FMA Market Research services, BYB Brands, Inc., will realize the following benefits.

- Lower cost of conducting survey
- Access to more college students insight information
- Improve brand recognition among WMU students and their networks
FMA Marketing Research Task Force offers our entire group at your service. We will assign the following research team leader to your company. This person will be able to answer any questions or concerns that you may have. This person can also discuss and add additional services or reports upon your request.

FMA Marketing Research Task Force  
Food Marketing Association  
Haworth College of Business  
Miranda K. Owen, BYB Brands, Inc. Research Group  
269 352 5411  
miranda.k.owen@wmich.edu  
http://wmufma.org
February 1, 2008

Mr. Mike Mickunas,
VP of Market Research
Kellogg Company
PO Box 3599
Battle Creek, MI 49015-3599

Mr. Mickunas:

The FMA Task Force would like to provide you our marketing research services to help your new product development team research a new food or beverage product. We realize college students may be a large part of your target market. Being a part of the WMU community, and being trained in the marketing discipline just for the Food/CPG industry, we are pleased to propose a cost effective solution that will help you to effectively evaluate the market adoption of your new product.

We are a group of Food/CPG students who plan to have a future career in the marketing profession. Although we are still in college, we are willing to contribute our best skills/capabilities to help Food/CPG companies become successful and flourish. We pride ourselves in providing our clients with a professional service, guaranteed accuracy and the highest level of confidentiality. The enclosed brochure is a brief introduction of what we can do for you. Our service can be customized to fit your needs.

We look forward to discussing your project with you in more detail shortly. Please contact us directly anytime you have additional questions or requests.

Sincerely,

Miranda Owen
Food/CPG Marketing Student
FMA Marketing Research Task Force
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
269.352.5411
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
Project

Food Marketing Student Association: Marketing Research Task Force for New Product Development

February 1, 2008

Prepared for: Mr. Mike Mickunas,
VP of Market Research

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

Description

FMA Marketing Research Task Force is established to raise funds for the Food Marketing Student Association, a nonprofit organization, at Western Michigan University. We aim to help Food/Consumer Packaged Goods Companies on market research regarding their new products targeting college students. Being a part of WMU campus and having training in Food/CPG marketing discipline, FMA is able to offer a wide range of Marketing Research Services such as Free Sample Distribution, New Product Evaluation, Focus Group, Survey, Market testing for New Products, in very cost effective manners.

Proposal Number: 02_01_2008
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Executive Summary

Objective
To raise funds for the Food Marketing Student Association at Western Michigan University by providing marketing research services such as free sample distribution, new product evaluation, focus groups, and surveys, to help Food/Consumer Packaged Goods company to effectively evaluate new product adoption, especially among the college student target market.

Who are we?
The FMA Market Research Task Force is a fund raising unit of the Food Marketing Student Association (FMA) at Western Michigan University. It is the FMA’s commitment as a new generation of Food/CPG Industry leaders, to contribute our skills and capabilities to help the Food/CPG community flourish. Since all leading Food/CPG companies continuously strive to provide better products to their consumers, the need of testing new products/markets exists a part of product the life cycle and incurs a large cost. If this particular new product development involves the college student segment, the FMA can offer a competitive advantage over other marketing firms for the following reasons.

❖ We are a part of the WMU campus, the home of over 26000 students (domestic and international)
❖ We have over 60 active members who are trained in market research specialized in the Food/CPG Industry; therefore, we can offer market research services at a much lower cost compared to other market research services
❖ We have access to campus facilities as a part of student activities; therefore, we can operate with a very small fixed/overhead cost
❖ We have access to professional help; such as Library databases and our professors, at no cost

What can we do for you?
Being a part of the WMU campus and having training in the Food/CPG Marketing discipline, the FMA is able to offer wide ranges of marketing research services such as:

❖ Providing a free sample distribution service
❖ Providing New Product Evaluation Services (i.e. Survey, Focus Group)
❖ Helping facilitate your New Product Development Team’s market research activity with WMU students on our campus
❖ Helping recruit a subject to participate in Focus groups/surveys
❖ Providing services at a lower cost than possible if done by other market research firms

The Affiliation & Background
WMU’s Food Marketing Association, a nonprofit student organization, exists to facilitate interaction between the Food/CPG Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the Food Marketing Association will leverage its influence to create a community among its members and create opportunities for their success.
Business Plan

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

FMA Marketing Research Task Force
Food Marketing Student Association
3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008

(PH) 269.387.4249
(FX) 269.387.5710
E-Mail: miranda.k.owen@wmich.edu
http://wmufma.org
Introduction:
Western Michigan University’s Food Marketing Association (FMA) is starting a market research program to assist Kellogg Company in gathering new product feedback and data from campus students. WMU’s Food Marketing Association exists to facilitate interaction between Food Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Market Research Task Force will seek to develop a cooperative learning arrangement where our students can learn about market research and our partnering company can learn about their product’s marketability.

Organization Goals and Objectives:
Establish a relationship that will benefit Kellogg’s market research of current and future products, and allow Kellogg’s to work directly with their target market and to provide the opportunity of building their brand image and product awareness. We plan for this new relationship to be an educational benefit to the members of FMA.

Our value added benefits include providing Kellogg’s with modern facilities, students with classroom and hands-on experience from the Food/CPG Industry training, and experienced professors both in the classroom and in the industry.

Market Research:
- Gather information from Kellogg’s to integrate our research efforts with their marketing strategy.
- Provide direct market testing through WMU’s student body and campus community.

Demographics:
- Total Campus Enrollment—26,239: Undergraduate—21,434 [Female—10,882, Male—10,552]
  - 88% full time students
- 24% live on campus—5145 students

Strategy:
- To portray FMA as a professional student organization with entrepreneurial goals and aspirations.
- To create a brand image for FMA beyond the retail industry by developing stronger relationships with industry professionals.

Implementation Process:
- Meet with company research team to gain product knowledge to effectively promote product research activities. These will occur each time there is a new product offering (Student/Company Info Night).
- Recruit sample through flyers, e-mail list, Western Herald, FaceBook, MySpace, word-of-mouth, student organizations.
- Two weeks prior to event, launch recruitment media. Reminders to be distributed and/or posted the week of, and also 2 days before any event.

Location:
Many locations are available: Focus Group Rooms for qualitative research, the Student Lounge and other on-campus events for a high number of quantitative surveys to be distributed, on campus housing for sampling on-campus residents, and Bernhard Center (Bronco Mall) Food Court. Our campus is especially beneficial in obtaining quantitative data; and because any of our locations have high traffic we have the opportunity to obtain a large sample in a short period of time. It is also convenient because students are familiar with quantitative surveys, and they are minimal cost.

Personnel:
Enforce quality management principals among our participants to ensure that the company’s brand image and objectives are upheld, and are not compromised. We will provide training methods for all the participants to make sure they are professionally representing Kellogg Company, as well as FMA.
Benefits

By using FMA Market Research services, Kellogg Company, will realize the following benefits.

- Lower cost of conducting surveys
- Access to college student's insightful information
- Improve brand recognition among WMU students and their networks
FMA Marketing Research Task Force offers our entire group at your service. We will assign the following research team leader to your company. This person will be able to answer any questions or concerns that you may have. This person can also discuss and add additional services or reports upon your request.

FMA Marketing Research Task Force
Food Marketing Association
Haworth College of Business
Miranda K. Owen, Kellogg Company Research Group
269 352 5411
miranda.k.owen@wmich.edu
http://wmufma.org
February 15, 2008

Lewis I. Cohen
Business Development
Freshly Wholesome Gourmet
25447 Industrial Blvd.
Hayward, CA 94545

Mr. Cohen:

The FMA Task Force would like to provide you our marketing research services to help Freshly Wholesome Gourmet gain awareness in the marketplace, and provide feedback on your new product. Being a part of the WMU community, and being trained in the marketing discipline, just for the Food/CPG Industry, we are pleased to propose a cost effective solution that will help you to effectively evaluate the market adoption of your new product.

We are a group of Food/CPG students who plan to have a future career in the marketing profession. Although we are still in college, we are willing to contribute our best skills/capabilities to help Food/CPG companies become successful and flourish. We pride ourselves in providing our clients with a professional service, guaranteed accuracy and the highest level of confidentiality. The enclosed brochure is a brief introduction of what we can do for you.

As we briefly discussed at the NGA Convention, I would like to see you take advantage of our product distribution services. We would like to set up a tasting booth to provide students the opportunity to taste your microwave gourmet meals. We would also like to administer a quick survey to provide you with some feedback to assist your marketing efforts. Please keep in mind as you review our proposal, our services can be customized to fit your needs.

We look forward to discussing your project with you in more detail shortly. Please contact us directly anytime you have additional questions or requests.

Sincerely,

Miranda Owen
Food/CPG Marketing Student
FMA Marketing Research Task Force
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
Project

Food Marketing Student Association: Marketing Research Task Force for New Product Development

February 15, 2008

Prepared for: Lewis I. Cohen
Business Development
Freshly Wholesome Gourmet

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

Description

FMA Marketing Research Task Force is established to raise funds, on a donation basis, for educational experiences outside the classroom, for the Food Marketing Student Association, a nonprofit organization, at Western Michigan University. We aim to help Food/Consumer Packaged Goods Companies on marketing research regarding their new products targeting college students. Being a part of WMU campus and having training in Food/CPG marketing discipline, FMA is able to offer a wide range of Marketing Research Services such as Free Sample Distribution, New Product Evaluation, Focus Group, Survey, Market testing for New Products, in very cost effective manners.

Proposal Number: FWG_02_15_2008
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Executive Summary

Objective

To raise funds, from donations for our services, for the Food Marketing Student Association at Western Michigan University by providing marketing research services such as free sample distribution, new product evaluation, focus groups, and surveys, to help Food/Consumer Packaged Goods company to effectively evaluate new product adoption, especially among the college student target market.

Who are we?

The FMA Market Research Task Force is a fund raising unit, of the Food Marketing Student Association (FMA) at Western Michigan University, committed to expanding educational opportunities for FMA members. It is also the FMA’s commitment, as a new generation of Food/CPG Industry leaders, to contribute our skills and capabilities to help the Food/CPG community flourish. Since all leading Food/CPG companies continuously strive to provide better products to their consumers, the need of testing new products/markets exists a part of product the life cycle and incurs a large cost. If this particular new product development involves the college student segment, the FMA can offer a competitive advantage over other marketing firms for the following reasons.

- We are a part of the WMU campus, the home of over 26000 students (domestic and international)
- We have over 60 active members who are trained in market research specialized in the Food/CPG Industry; therefore, we can offer market research services at a much lower cost compared to other market research services
- We have access to campus facilities as a part of student activities; therefore, we can operate with a very small fixed/overhead cost
- We have access to professional help; such as Library databases and our professors, at no cost

What can we do for you?

Being a part of the WMU campus and having training in the Food/CPG Marketing discipline, the FMA is able to offer wide ranges of marketing research services such as:

- Providing a free sample distribution service
- Providing New Product Evaluation Services (i.e. Survey, Focus Group)
- Helping facilitate your New Product Development Team’s market research activity with WMU students on our campus
- Helping recruit a subject to participate in Focus groups/surveys
- Providing services at a lower cost than possible if done by other market research firms

The Affiliation & Background

WMU’s Food Marketing Association, a nonprofit student organization, exists to facilitate interaction between the Food/CPG Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the Food Marketing Association will leverage its influence to create a community among its members and create opportunities for their success.
Business Plan

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

FMA Marketing Research Task Force
Food Marketing Student Association
3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008
PH) 269.352.5411
(FX) 269.387.5710
E-Mail: miranda.k.owen@wmich.edu
http://wmufma.org
Introduction:
Western Michigan University’s Food Marketing Association (FMA) is starting a marketing research program to assist Freshly Wholesome Gourmet in gathering new product feedback and data from campus students on your microwave meals, and any of their other new products. WMU’s Food Marketing Association exists to facilitate interaction between Food Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Market Research Task Force will seek to develop a cooperative learning arrangement where our students can learn about marketing research and our partnering company can learn about their product’s marketability.

Organization Goals and Objectives:
Establish a relationship that will benefit Freshly Wholesome Gourmet’s marketing research of current and future products, and allow Freshly Wholesome Gourmet to work directly with the market and to provide the opportunity of building their brand image and product awareness. We plan for this new relationship to be an educational benefit to the members of FMA.

Our value added benefits include providing Freshly Wholesome Gourmet with modern facilities, students with classroom and hands-on experience from the Food/CPG Industry training, and experienced professors both in the classroom and in the industry.

Market Research:
- Gather information from Freshly Wholesome Gourmet to integrate our research efforts with their marketing strategy.
- Provide direct market testing through WMU’s student body and campus community.
  - Demographics:
    - Total Campus Enrollment—26,239: Undergraduate—21,434 [Female—10,882, Male—10,552]
    - 88% full time students
    - 24% live on campus—5145 students

Strategy:
- To portray FMA as a professional student organization with entrepreneurial goals and aspirations.
- To create a brand image for FMA beyond the retail industry by developing stronger relationships with industry professionals.

Implementation Process:
- Meet with company research team to gain product knowledge to effectively promote product research activities. These will occur each time there is a new product offering (Student/Company Info Night).
- Recruit student sample through flyers, e-mail list, Western Herald, FaceBook, MySpace, word-of-mouth, student organizations.
- Two weeks prior to event, launch recruitment media. Reminders to be distributed and/or posted the week of, and also 2 days before any event.

Location:
Many locations are available: Focus Group Rooms for qualitative research, the Student Lounge and other on-campus events for a high number of quantitative surveys to be distributed, on campus housing for sampling on-campus residents, and Bernhard Center (Bronco Mall) Food Court. Our campus is especially beneficial in obtaining quantitative data; and because any of our locations have high traffic we have the opportunity to obtain a large sample in a short period of time. It is also convenient because students are familiar with quantitative surveys, and they are minimal cost.

Personnel:
Enforce quality management principals among our participants to ensure that the company’s brand image and objectives are upheld, and are not compromised. We will provide training methods for all the participants to make sure they are professionally representing Freshly Wholesome Gourmet.
Free Sample Distribution → Receive Samples
- Distribute Samples

New PD Evaluation → Receive Samples & Surveys
- Distribute Samples
- Evaluate Samples
- Collect Data
- Analyze Data & Create Report
- Create Presentation

Survey Distribution → Receive Surveys
- Answer Surveys
- Collect Data
- Analyze Data & Create Report
- Create Presentation

Focus Group → Conduct Focus Group & Create Report

Recruit Subjects for Focus Group → Receive Surveys & Create Report

Meet with Clients
- Make a Contact
- Submit a Proposal

FMA Task Force

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FMA Marketing Research Task Force | Business Proposal
Benefits

By using FMA Market Research services, Freshly Wholesome Gourmet, will realize the following benefits.

♦ Lower cost of conducting surveys
♦ Access to college student’s insightful information
♦ Improve brand recognition among WMU students and their networks
FMA Marketing Research Task Force offers our entire group at your service. We will assign the following research team leader to your company. This person will be able to answer any questions or concerns that you may have. This person can also discuss and add additional services or reports upon your request.

FMA Marketing Research Task Force
Food Marketing Association
Haworth College of Business
Miranda Owen, Freshly Wholesome Gourmet
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
269.352.5411
February 15, 2008

Lance Lever
VP of Manufacturing
Bell Plantation
1017 N. Central Ave.
Tifton, GA 31794

Mr. Lever:

The FMA Task Force would like to provide you our marketing research services to help PB2 Powdered Peanut Butter gain awareness in the marketplace, and provide feedback on your new product. Being a part of the WMU community, and being trained in the marketing discipline, just for the Food/CPG industry, we are pleased to propose a cost effective solution that will help you to effectively evaluate the market adoption of your new product.

We are a group of Food/CPG students who plan to have a future career in the marketing profession. Although we are still in college, we are willing to contribute our best skills/capabilities to help Food/CPG companies become successful and flourish. We pride ourselves in providing our clients with a professional service, guaranteed accuracy and the highest level of confidentiality. The enclosed brochure is a brief introduction of what we can do for you.

As we briefly discussed at the NGA Convention, I would like to see you take advantage of our product distribution services. We would like to set up a tasting booth to provide students the opportunity to taste PB2, and share how it can complement other foods and beverages. We would also like to administer a quick survey to provide you with some feedback to assist your marketing efforts. Please keep in mind as you review our proposal, our services can be customized to fit your needs.

We look forward to discussing your project with you in more detail shortly. Please contact us directly anytime you have additional questions or requests.

Sincerely,

Miranda Owen
Food/CPG Marketing Student
FMA Marketing Research Task Force
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
Description

FMA Marketing Research Task Force is established to raise funds, on a donation basis, for educational experiences outside the classroom, for the Food Marketing Student Association, a nonprofit organization, at Western Michigan University. We aim to help Food/Consumer Packaged Goods Companies on marketing research regarding their new products targeting college students. Being a part of WMU campus and having training in Food/CPG marketing discipline, FMA is able to offer a wide range of Marketing Research Services such as Free Sample Distribution, New Product Evaluation, Focus Group, Survey, Market testing for New Products, in very cost effective manners.

Proposal Number: PB2_02_15_2008
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FMA Marketing Research Task Force

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Executive Summary

Objective

To raise funds, from donations for our services, for the Food Marketing Student Association at Western Michigan University by providing marketing research services such as free sample distribution, new product evaluation, focus groups, and surveys, to help Food/Consumer Packaged Goods company to effectively evaluate new product adoption, especially among the college student target market.

Who are we?

The FMA Market Research Task Force is a fund raising unit, of the Food Marketing Student Association (FMA) at Western Michigan University, committed to expanding educational opportunities for FMA members. It is also the FMA’s commitment, as a new generation of Food/CPG Industry leaders, to contribute our skills and capabilities to help the Food/CPG community flourish. Since all leading Food/CPG companies continuously strive to provide better products to their consumers, the need of testing new products/markets exists a part of product the life cycle and incurs a large cost. If this particular new product development involves the college student segment, the FMA can offer a competitive advantage over other marketing firms for the following reasons.

- We are a part of the WMU campus, the home of over 26000 students (domestic and international)
- We have over 60 active members who are trained in market research specialized in the Food/CPG Industry; therefore, we can offer market research services at a much lower cost compared to other market research services
- We have access to campus facilities as a part of student activities; therefore, we can operate with a very small fixed/overhead cost
- We have access to professional help; such as Library databases and our professors, at no cost

What can we do for you?

Being a part of the WMU campus and having training in the Food/CPG Marketing discipline, the FMA is able to offer wide ranges of marketing research services such as:

- Providing a free sample distribution service
- Providing New Product Evaluation Services (i.e. Survey, Focus Group)
- Helping facilitate your New Product Development Team’s market research activity with WMU students on our campus
- Helping recruit a subject to participate in Focus groups/surveys
- Providing services at a lower cost than possible if done by other market research firms

The Affiliation & Background

WMU’s Food Marketing Association, a nonprofit student organization, exists to facilitate interaction between the Food/CPG Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the Food Marketing Association will leverage its influence to create a community among its members and create opportunities for their success.
Business Plan

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

FMA Marketing Research Task Force
Food Marketing Student Association
3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008
PH) 269.352.5411
(FX) 269.387.5710
E-Mail: miranda.k.owen@wmich.edu
http://wmufma.org
Introduction:
Western Michigan University’s Food Marketing Association (FMA) is starting a marketing research program to assist Bell Plantation in gathering new product feedback and data from campus students on PB2, and any of their other new products. WMU’s Food Marketing Association exists to facilitate interaction between Food Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Market Research Task Force will seek to develop a cooperative learning arrangement where our students can learn about marketing research and our partnering company can learn about their product’s marketability.

Organization Goals and Objectives:
Establish a relationship that will benefit Bell Plantation’s marketing research of current and future products, and allow Bell Plantation to work directly with the market and to provide the opportunity of building their brand image and product awareness. We plan for this new relationship to be an educational benefit to the members of FMA.

Our value added benefits include providing Bell Plantation with modern facilities, students with classroom and hands-on experience from the Food/CPG Industry training, and experienced professors both in the classroom and in the industry.

Market Research:
- Gather information from Bell Plantation to integrate our research efforts with their marketing strategy.
- Provide direct market testing through WMU’s student body and campus community.

Demographics:
- Total Campus Enrollment—26,239: Undergraduate 21,434 [Female 10,882, Male 10,552]
- 88% full time students
- 24% live on campus—5145 students

Strategy:
- To portray FMA as a professional student organization with entrepreneurial goals and aspirations.
- To create a brand image for FMA beyond the retail industry by developing stronger relationships with industry professionals.

Implementation Process:
- Meet with company research team to gain product knowledge to effectively promote product research activities. These will occur each time there is a new product offering (Student/Company Info Night).
- Recruit student sample through flyers, e-mail list, Western Herald, FaceBook, MySpace, word-of-mouth, student organizations.
- Two weeks prior to event, launch recruitment media. Reminders to be distributed and/or posted the week of, and also 2 days before any event.

Location:
Many locations are available: Focus Group Rooms for qualitative research, the Student Lounge and other on-campus events for a high number of quantitative surveys to be distributed, on campus housing for sampling on-campus residents, and Bernhard Center (Bronco Mall) Food Court. Our campus is especially beneficial in obtaining quantitative data; and because any of our locations have high traffic we have the opportunity to obtain a large sample in a short period of time. It is also convenient because students are familiar with quantitative surveys, and they are minimal cost.

Personnel:
Enforce quality management principals among our participants to ensure that the company’s brand image and objectives are upheld, and are not compromised. We will provide training methods for all the participants to make sure they are professionally representing Bell Plantation and PB2.
Free Sample Distribution

Receive Samples

Distribute Samples

New PD Evaluation

Receive Samples & Surveys

Distribute Samples

Evaluate Samples

Survey Distribution

Receive Surveys

Answer Surveys

Collect Data

Collect Data

Analyze Data & Create Report

Analyze Data & Create Report

Create Presentation

Make Presentation

Make a contact

Submit a Proposal

Meet with Clients

Recruit Subjects for Focus group or Survey

FMA Task Force

Services offered | FMA
Benefits

By using FMA Market Research services, Bell Plantation's PB2, will realize the following benefits.

- Lower cost of conducting surveys
- Access to college student's insightful information
- Improve brand recognition among WMU students and their networks
FMA Marketing Research Task Force offers our entire group at your service. We will assign the following research team leader to your company. This person will be able to answer any questions or concerns that you may have. This person can also discuss and add additional services or reports upon your request.

FMA Marketing Research Task Force  
Food Marketing Association  
Haworth College of Business  
Miranda Owen. PB₂ Powdered Peanut Butter  
miranda.k.owen@wmich.edu  
http://wmufma.org/research.aspx  
269.352.5411
March 12, 2008

Danielle Banks
Wal*Mart

Dear Danielle:

Being a part of the WMU community, and being trained in the marketing discipline just for the Food/CPG Industry, we are pleased to propose a cost effective solution that will help you to effectively evaluate the market.

We are a group of Food/CPG students who plan to have a future career in the marketing profession. Although we are still in college, we are willing to contribute our best skills/capabilities to help Food/CPG companies become successful and flourish. We pride ourselves in providing our clients with a professional service, guaranteed accuracy and the highest level of confidentiality. The enclosed brochure is a brief introduction of what we can do for you.

We look forward to discussing your project with you in more detail shortly. Please contact us directly anytime you have additional questions or requests.

Sincerely,

Miranda Owen
Food/CPG Marketing Student
FMA Marketing Research Task Force
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
Project

Food Marketing Student Association: Marketing Research Task Force for New Product Development

March 12, 2008

Prepared for: Danielle Banks
Wal*Mart

Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

Description

FMA Marketing Research Task Force is established to raise funds, on a donation basis, for educational experiences outside the classroom, for the Food Marketing Student Association, a nonprofit organization, at Western Michigan University. We aim to help Food/Consumer Packaged Goods Companies on marketing research regarding their new products targeting college students. Being a part of WMU campus and having training in Food/CPG marketing discipline, FMA is able to offer a wide range of Marketing Research Services such as Free Sample Distribution, New Product Evaluation, Focus Group, Survey, Market testing for New Products, in very cost effective manners.

Proposal Number: WM_03_12_2008

FMA Marketing Research Task Force
Food Marketing Student Association
3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008
(PH) 269.352.5411
(FX) 269.387.5710
http://wmufma.org
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Executive Summary

Objective

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Who are we?

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What can we do for you?

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Prepared by: Miranda Owen
Nia Harvey
Danielle Gier
FMA Marketing Research Task Force Team Leaders

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3141 Schneider Hall, Haworth COB
Western Michigan University
Kalamazoo, MI 49008
PH) 269.352.5411
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E-Mail: miranda.k.owen@wmich.edu
http://wmufma.org
Introduction:
Western Michigan University’s Food Marketing Association (FMA) is starting a marketing research program. WMU’s Food Marketing Association exists to facilitate interaction between Food Industry company representatives and students to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the FMA will leverage its influence to create community amongst its members and opportunities for their success. The Market Research Task Force will seek to develop a cooperative learning arrangement where our students can learn about marketing research and our partnering company can learn about their company and/or product’s marketability.

Organization Goals and Objectives:
Establish a relationship that will benefit Wal*Mart’s marketing research of current and future products, and allow Wal*Mart to work directly with the market and to provide the opportunity of building their brand image and product awareness. We plan for this new relationship to be an educational benefit to the members of FMA.

Our value added benefits include providing Wal*Mart with modern facilities, students with classroom and hands-on experience from the Food/CPG Industry training, and experienced professors both in the classroom and in the industry.

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Personnel:
Enforce quality management principals among our participants to ensure that the company’s brand image and objectives are upheld, and are not compromised. We will provide training methods for all the participants to make sure they are professionally representing Wal*Mart.
Benefits

By using FMA Market Research services, Wal*Mart, will realize the following benefits.

- Lower cost of conducting surveys
- Access to college student’s insightful information
- Improve brand recognition among WMU students and their networks
FMA Marketing Research Task Force offers our entire group at your service. We will assign the following research team leader to your company. This person will be able to answer any questions or concerns that you may have. This person can also discuss and add additional services or reports upon your request.

FMA Marketing Research Task Force
Food Marketing Association
Haworth College of Business
Miranda Owen, Wal*Mart
miranda.k.owen@wmich.edu
http://wmufma.org/research.aspx
269.352.5411
FOCUS GROUPS SCREENING QUESTIONNAIRE

Hello, my name is ________, a student from Western Michigan University. I am a member of the student organization, the Food Marketing Association, and I am working on a project for the Marketing Research Task Force, which will be conducting focus groups for a local partner. On (DAY), (DATE), we will be conducting market research discussion groups with men and women. THERE ARE NO SALES INVOLVED. If you qualify and participate we will reward you for your participation. May I ask you a few questions?

(IF UNAVAILABLE, SCHEDULE CALLBACK.)

RESPONDENT'S NAME ____________________________________________

ADDRESS ______________________________________________________

CITY _____________________________ ZIP CODE ____________________

TELEPHONE NUMBER (H) __________________________ (W) __________

E-MAIL ADDRESS ______________________________________________

INTERVIEWER & DATE INTERVIEWED ________________________________

CIRCLE GENDER: M  F

1. We are interested in the opinions of people employed in various fields.

   What is your position at Western Michigan University?

   _____MAINTENANCE STAFF
   _____ADMINISTRATIVE STAFF
   _____STUDENT

   Does anyone in your household work for a retailer?

   YES – 1    NO – 2

   (IF “NO”, CONTINUE. IF “YES”, THANK & TERMINATE.)

2. Into which of the following categories does your age fall? (READ CHOICES)

   _____Under 18 (1) - THANK & TERMINATE
   _____18 – 28 (2)    _____29 – 39 (3)    _____40 – 49 (4)    _____50 – 59 (5)    _____60 – 65 (6)
   _____Over 65 (7) - THANK & TERMINATE

3. Have you shopped at Wal*Mart in the past 6 months?

   YES – 1    NO – 2

   (IF “NO”, THANK & TERMINATE)

4. What other retailers have you shopped at in the past 6 months?

   _ (MUST LIST AT LEAST 1 OTHER THAN WAL*MART, IF NONE, THANK & TERMINATE)
INVITATION

The reason I have been asking these questions is that we would like to invite you to participate in a marketing research study. You would be rewarded for your time. For the study we would like to invite you to the Haworth College of Business to participate in a group discussion. The discussion will last about 1 hour and will be held on (DATE) at (TIME). Would you be willing to participate in this study?

Yes 1 - CONTINUE WITH SCHEDULING
No 2 - THANK & TERMINATE

RESPONDENT SPECIFICATIONS

ALL RESPONDENTS
- Adults 18 - 65 years of age
- Security screen
- 6 month past store visit
- All groups will be 1 hour long; recruit 7 to seat 5 - 6 per session

ADMINISTRATIVE STAFF GROUP
- Meet above specifications

MAINTENANCE STAFF GROUP
- Meet above specifications

STUDENT GROUP
- Meet above specifications

SCHEDULE
TBD
May 12-16, 2008