

Spring 4-23-2012

BGSU reStore

Andrew Myers

Follow this and additional works at: <https://scholarworks.bgsu.edu/honorsprojects>

Repository Citation

Myers, Andrew, "BGSU reStore" (2012). *Honors Projects*. 90.
<https://scholarworks.bgsu.edu/honorsprojects/90>

This work is brought to you for free and open access by the Honors College at ScholarWorks@BGSU. It has been accepted for inclusion in Honors Projects by an authorized administrator of ScholarWorks@BGSU.

reStore Honors Project

Prepared for Dr. Nick Hennessy & Mearl Sutton

Prepared by Andrew Myers

04/15/10

Table of Contents

Marketing Plan

Situation Analysis

- 1. Internal Environment..... pg 1
- 2. External Environment..... pg 2
- 3. SWOT Analysis..... pg 5

Set Marketing Objectives

- 1. Set Marketing Objectives..... pg 7

Develop Marketing Strategies

- 1. Select Target Markets and Positioning pg 7
- 2. Product Strategies..... pg 8
- 3. Pricing Strategies..... pg 9
- 4. Promotional Strategies..... pg 10
- 5. Supply Chain Strategies..... pg 11

Implement and Control the Marketing Plan

- 1. Action Plans..... pg 11
- 2. Responsibility..... pg 12
- 3. Time line..... pg 12
- 4. Budget..... pg 13
- 5. Measurement and Control..... pg 13

Works Cited..... pg 15

Analysis..... pg 16

Summary..... pg 19

Recommendation..... pg 20

Marketing Plan

Situation Analysis

Internal Environment

Marketing will help to express the company's mission, and to support the company's growth strategy. The mission of the reStore is: To provide used products at little or no financial cost to the consumer; and to encourage and educate customers on the importance and capability of living sustainably. Through marketing, the reStore can influence more customers to live more sustainable. Currently, many students are unaware of the benefits that the reStore provides. With marketing, more students will be educated as to what the reStore can do for the students.

In the previous semesters, there were not many marketing initiatives. The reStore had one special promotion, and a brands manual was created. Dr. Nick Hennessy, the Sustainability Coordinator, gave presentations regarding the reStore. Otherwise, there were no other promotional actions taken in years previous.

This semester, we have increased the number of promotions. The reStore was the subject of an interview for both the BG paper as well as BG24 (local news station). All of the students that attend Bowling Green State University received an email stating that the reStore was going to give away free school supplies in the Bowen Thompson Student Union. The next day, the reStore set up a table in the Union and gave away free school supplies. The reStore distributed fliers with regard to gaining volunteers. A Twitter account and Facebook page were created for the reStore. Currently, the reStore has 84 likes on its Facebook page and 7 followers on Twitter. The reStore interview and article are also located on the Facebook page. Most recently, the reStore donated 91 binders and 20 notebooks to Sparcweek. Sparcweek collects school supplies to give to children who are abused or neglected in Wood County, Ohio.

In the previous semesters, books and school supplies was given away for free. The reStore operates using trade rather than the buying and selling of goods. Last year, employees were encouraged to give the consumer a far better deal. If a student wanted to purchase goods, then the price was minimal. Clothing was sold for 50 cents or less. Even though product was sold at low prices, the reStore made \$100.00 in profit.

This semester, books and school supplies are given away for free. The trading policy is that trades should be equitable. An equal trade will maintain inventory levels, as well as the quality of the inventory. Also, the price for goods has dramatically increased. A t-shirt now costs \$2.00-\$4.00. The reStore has made over \$65 dollars in the first 7 weeks.

The products that the reStore held consisted of silverware, futon mattresses, school supplies, t-shirts, shorts, dress shirts, pants, jeans, games, DVD's, hats, art supplies and purses. The products for the store have not changed since last year. In addition to the previous list of goods, higher quality items can now be found within the store. The higher quality items include more brand name clothing, DVDs, better games, GPS systems, calculators and watches.

Inventory is stored in two rooms located in Harshman Residence Hall. The Harshman Community room holds most of the school supplies. There is smaller room that holds all other goods. Currently, the reStore does not pay for rent. The space is adequate; however, if the location or popularity of the reStore changes, then the location and size of the storage rooms would have to change.

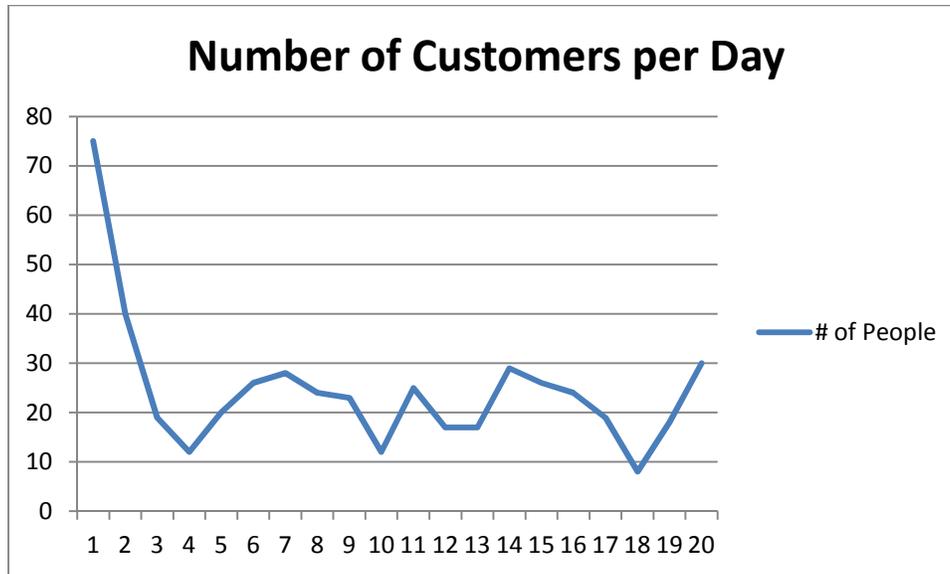
The reStore has access to many resources that make the reStore unique. First, all inventory was donated to the reStore. At the end of the semester, many students donate their possessions instead of taking the goods home. If a student left goods in their room, then the reStore is able to use the goods. Second, the reStore was given a room for the store. This room is located next to the dining center in Kreischer Residence Hall. The reStore does not pay any utilities. Third, all of the employees are volunteers. Thus the reStore has no labor costs. The reStore is unique because it is operating with no expenses.

The reStore has added value to the community because it serves as a location for people to obtain goods without spending money. Customers value the trading system because most of the customers are college students with little income. Finally, the reStore has been another initiative to help make Bowling Green State University a more sustainable campus.

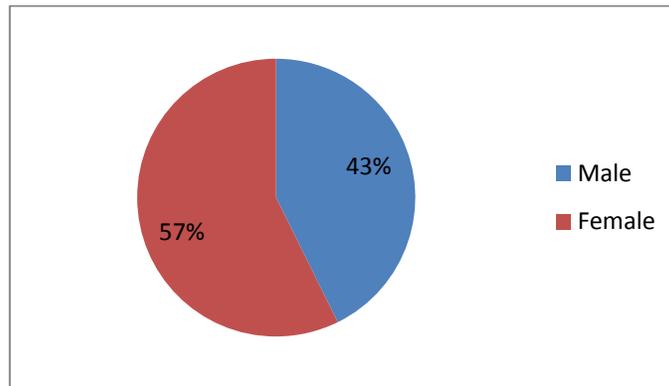
External Environment

Customers

The customers of the reStore are primarily made up of Bowling Green State University students who reside within Kreischer. In years previous, the reStore may have had 20 customers per week. This semester, the reStore is averaging 24 customers per day. The market for the reStore has increased dramatically. Also, the market is made up primarily of women. 57% of the customers are women. Also, according to our analysis, more people come into the store at the beginning and the end of the week.



(Analysis 4 weeks into spring 2012 semester)



(Analysis 4 weeks into spring 2012 semester)

Competitors

Competitors for the reStore are the Bowling Green State University Bookstore, Abigail’s Attic and Goodwill. The Bowling Green State University Bookstore provides students with school supplies, clothing, hats and books. The BGSU Bookstore is located in the middle of campus in the Union. The BGSU Bookstore’s strategy is to sell higher priced Bowling Green State University apparel. Goodwill is located off of campus, and their strategy is to sell an assortment of goods at a very low price. Goodwill sells clothing, books, DVDs, cookware and other items. Goodwill is the main competitor for the reStore.

Abigail’s Attic is a thrift store that just opened. The store is run by volunteers and the store owner. The store is open eight hours a day Monday through Friday, and 10 hours a day on the weekends. The store offers furniture as well as expensive clothing. This store does not have many customers, due to its recent opening. The store is located off of campus near the apartments. The apartments are typically where upperclassmen are located.

U.S Environment

The recent economy has been one of the worst in U.S history. The United States of America fell into a recession in 2008 and has been slowly recovering ever since. According to The BG News “The University's average student loan debt was the highest of all public universities in the state in 2010 and seventh highest nationwide, according to a November 2011 report published by the Project on Student Debt...Ohio ranked seventh highest nationally.” (Chamberlain, “University Ranked Highest in Ohio for Student Loan Debt” par. 1)

According to the Bureau of Labor Statistics, the unemployment rate for 2011 was 8.9%. The unemployment rate from 2010 to 2011 dropped by 1.4 points. In 2010 the unemployment rate in Ohio was 10%. In 2011 the unemployment rate in Ohio fell to 8.6%. The only state to have a greater decrease in the unemployment rate was Michigan. From 2010 to 2011 Michigan decreased from an unemployment rate of 12.7% to 10.3%. In January 2012, the unemployment rate for people with some college education was 7.2%. In January 2012, the unemployment rate of college graduates was 4.2%. 4,678,000 people have some college education or have graduated, and are unemployed.

BGSU Environment

Bowling Green State University has become more environmentally conscious. Within the last few years, BGSU has implemented more programs and procedures to become more sustainable. The programs in place have received more attention and funding. The following is a short list of some of the “green” initiatives on campus via the BGSU Office of Campus Sustainability webpage. This list demonstrates the environmentally friendly atmosphere that BGSU has developed and is continuing to grow.

- The University mowers are reusing 5,000 gallons of cooking oil. This will save an estimated \$15,000.
- Bowling Green has received block grants to improve heating, ventilation and lighting to make buildings more sustainable.
- Friday Night Lights is a growing organization whose purpose is to turn off the lights in office buildings on Friday nights.
- In 2010 BGSU placed 1st in the Ohio and 6th in the nation for a competition to see which Universities could lower their electric and water usage over three weeks.
- “Since 1994, the BGSU Recycling Program has sold over \$390,000 in recyclable materials and avoided over \$400,000 in landfill fees.” BGSU has 900 recycling bins on campus.
- Custodians use less harmful chemicals for cleaning.
- In the spring of 2010, BGSU was recognized as a Toro WaterSmart Partner. This award is given to campuses that have implemented water conservation practices.
- In 2011 BGSU placed 13th out of 245 schools while competing in RecycleMania. RecycleMania is a competition that lasts 10 weeks. The purpose is for schools to try and recycle as much material as possible.

- BGSU has established an Orange bike program. Any student on campus can register for the program and then share bikes with other students on campus. Thus, students do not need to purchase new bikes.
- Fair trade coffee – Estima at Starbucks & Green Mountain (coming Fall 2011)
- Produce purchased from local growers
- BGSU uses local producers – Toft’s Ice Cream, Grounds for Thought coffee
- Organic options within the convenience stores
- Free range chicken and pork
- Only serve seafood off of the Monterey Bay Seafood safe list
- The Oaks dining center has a roof where spices are grown. 75% of the construction waste was recycled. The design of the building helps to reduce water use by 35%.
- 20% of the materials used in the building of the Carillon dining facility were obtained locally. Obtaining material locally reduces the pollution emissions. Material obtained locally will not have to travel far. Thus, fewer emissions are produced. The flooring is made from bamboo. The design of the building helps to reduce water consumption by 30%.

SWOT Analysis

Strengths

The BGSU reStore is located within the Kreischer Residence Hall. The store is located next to a dining facility. This means that 25% of all of the students living in the residence hall have to pass the reStore on a daily basis. Another 25% of the students living within the residence hall have to enter the dining facility through a door that is in the same hallway as the reStore. Thus, 600 students must come into close contact with the store. Students on the other side of the building enter the dining facility on a daily basis. Thus, another 600 students come within a few yards of the reStore. Having the store within the residence hall allows the store to be within a close distance of approximately 1200 students.

The reStore obtains all inventory for free. At the end of the school year, the reStore has collection bins. These bins collect more inventory than the store can sell or trade. Also, other materials are donated to the store throughout the year. This allows the reStore to obtain product for free.

The reStore has no expenses. The store location was given to the Office of Campus Sustainability from Dining Services. Residence Life pays for the heating and lighting of the reStore. Any fliers that are produced are funded from the Office of Campus Operations. The employees are volunteers. The intern for the store is also a volunteer. Obtaining space for advertisements is free through the university. Any revenue is considered profit, due to the lack of expenses.

Another strength of the reStore is the variety in store hours. The reStore is open Monday through Friday for approximately 40 hours. This allows many residents an opportunity to enter the store. One complaint from last year was the limited store hours. Now customers have a better

opportunity to enter the store at different time throughout the week. The store is open as early as 11:30am and stays open until as late as 9:30pm.

Weaknesses

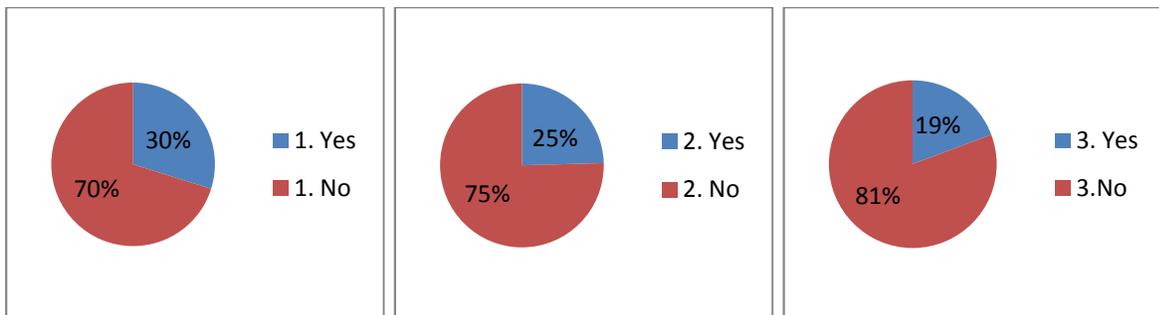
Due to the location of the reStore, many students do not want to walk to the store. The store is located within the Kreischer Residence Hall. Kreischer is located in the far northwest end of the Bowling Green State University campus. Students from Harshman Residence Hall visit Kreischer for food. This adds another possible market of 1200 students. However, residents of many other residence halls do not walk to the northwest end of campus. This greatly reduces the possible market. Instead of being able to serve all on campus students, the reStore is limited to a few thousand possible customers. As of now, serving a few thousand customers would be a large improvement. However, if the reStore became more popular, then the store would not be accessing the full market.

The store location does not have excess room. The inside of the store was cluttered and only a few customers could enter at one time. After improving the layout of the store, more customers were able to enter the store. However, the lack of space leads to fewer products being held within the store. Thus, big items like futon mattresses, refrigerators and TVs are not able to fit within the store. Therefore, the reStore needs more inventory space.

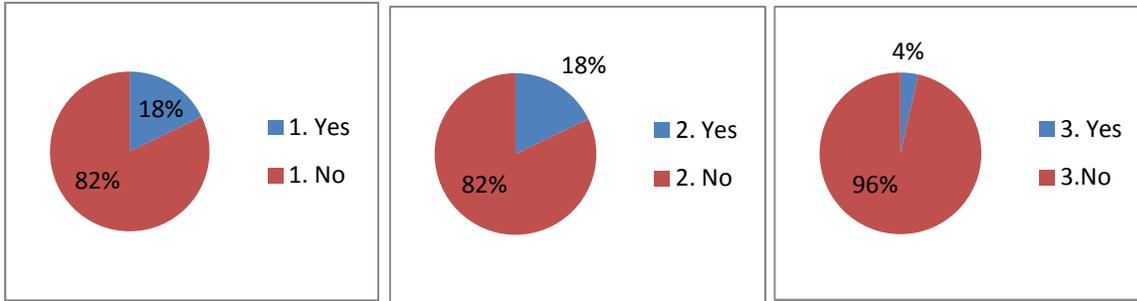
Another weakness is that the reStore is fairly new. The store was founded over a year ago. This means that there is a limited customer base. Also, there are few people who recognize the reStore brand or can identify what the store does. A survey was conducted at the beginning of the spring semester 2012. The survey was conducted in Kreischer Residence Hall and the Student Union. The questions for the survey are as follows.

1. Have you ever heard of the reStore?
2. Do you know what the reStore does?
3. Have you ever been in the reStore? The survey was conducted in the residence hall where the store resides as well as at the Student Union.

Results from Kreischer



Results from Student Union



The results of the survey show that students within Kreischer are more familiar with the store than students who pass through the Union. Only one student in the Student Union had been in the reStore. The lack of student awareness and customer base poses a challenge.

Opportunities

The reStore has the opportunity to connect to 6,600 students who live on campus. The reStore may also have the opportunity to expand the size and location of the reStore. One possible location for the store could be in the old basketball gym. This location would be closer to campus and the location would provide more square footage.

There are many means of communicating with students for free. There are several news organizations on campus that could provide students with a better idea of what the reStore is. Also, connecting with students through email and TV are free. This unlimited amount of resources poses a great opportunity.

Threats

The threats to the reStore are limited. The biggest threat is that the reStore does not grow. The reStore will not go under or lose money. However, the reStore could regress to last year's operations. Last year the reStore was open for a total of nine hours per week. The reStore would lose a substantial number of customers if the store had fewer hours.

Another threat is that people may view the reStore has a garage sale. Students may think that the store has a limited product choice as well as low quality items. This negative view may deter students from entering the store. Students may view used items as dirty or worthless.

Set Marketing Objectives

The reStore needs to increase its customer base. In the first four weeks the reStore increased the number of customers that entered the store by approximately 615%. This is based on the estimate that 20 customers entered the reStore per week last semester. In the next eight weeks, the reStore needs to maintain the 600% increase from last year, in terms of the number of customers that entered the store per week. Another objective is to increase awareness of the store by 15%. The BGSU reStore Facebook page needs to have a 20% increase in the number likes. The Twitter page needs to increase by 10 followers.

Develop Marketing Strategies

Target Markets and Positioning

Our customers use our products in a variety of ways. Our school supplies is used for individual students as well as for charities. Because we are reselling products that have already produced, most of our products are used as intended. Thus, clothing is used for clothes, bags are used for carrying, and silverware is used for eating.

The best way to segment the market is geographically. Social class does not influence consumer's decisions whether to enter the store. The reason that social class is irrelevant is due to system of trading rather than purchasing goods. Also, the reStore has goods with a range in value from 25 cents to 80 dollars. Demographics help to segment the market. Age is a good segment to select for the target market. Gender is not a good differentiator for target markets because the store receives close to an equal percentage of males and females entering the store.

The target market is Bowling Green State University freshman and sophomores between the ages of 18-20 who live in Kreischer or Harshman. This group of individuals primarily makes up the residents near the reStore. This market typically comes in close contact with the reStore. Kreischer residents live within the same building as the reStore. Residents of Harshman eat meals at the dining facility in Kreischer. Thus, they would be more able to go to the store. Also, these residents may not be as prepared as older residents. Therefore, the freshman and sophomores will require more goods.

We will position ourselves as a convenient service. Through our marketing, we will show consumers how the reStore is located next to the Kreischer dining facility. This means that the residents have to enter the building. Thus, after grabbing snacks, residents should visit the reStore.

Other advertisements will discuss the benefits of the reStore. Advertisements for Hall Directors and Resident Advisors will discuss the ease of conducting programs through the reStore. Advertisements for all other students will discuss the variety of items, trading system and explain why the reStore is meant as a sustainable outlet on campus.

Product Strategies

The reStores' core product is a quick convenient service that fulfills customers' basic living needs. The actual products are sports equipment, coats, t-shirts, dress shirts, pants, jeans, shorts, kitchen utensils, art supplies, school supplies, TVs, refrigerators, DVDs, games, hats, lamps, laundry supplies, shoes, signs, posters, puzzles, GPS systems. The actual product changes daily. Customers bring in new supplies every day. The augmented product is the service that any item, if in good condition, can be traded in. Thus, if a student trades in a black t-shirt for a yellow t-shirt; in two weeks the student can trade the yellow t-shirt back for his original black t-shirt. Effectively, all trades can be refundable. However, there are no refunds for transactions that involve money.

There should be a unique product line for every season. If possible, the reStore should have a different product line for holidays. Shortly after summer, the store should consist of fans, lamps, futon mattresses, school supplies, shorts, t-shirts and other summer clothing. These items may not have been forgotten by incoming students. Colder weather should require that the reStore has coats, sweaters, sweatshirts, and board games. If possible, the reStore should hang Christmas lights within the store after Thanksgiving. Any product with Snowmen, Santa, Hanukah related symbols, Kwanza related symbols or Christmas related symbols should be displayed within the store. For the weeks before Spring Break, the summer related goods should be in the reStore. If possible, the store should be decorated in green product for St. Patrick's Day. Green clothing, lights, miscellaneous green decorations, leprechauns and shot glasses should be added to the stores' inventory.

The reStore needs to offer a variety of different styles, brands and sizes. Maintaining popular brand names such as Hollister, Aeropostale, Abercrombie and Fitch, Old Navy, and Polo must be maintained in the store. Maintaining inventory with popular brand names displaces the idea that the reStore is a garage sale. Also, the inclusion of many different sizes and styles enables the reStore to reach a more broad market.

All product within the store needs to be organized. This means that all clothing must be folded. Having a clean organized store encourages the customers to return to the store. One improvement from last year is that customers are finding the store more comfortable. The store is more organized clean and open. This atmosphere helps to break the stereotype that the reStore is a garage sale.

Last year a student created a Brands Manual. The Manual had many different designs and styles for the reStore logo. The reStore should have only one logo. The store has an awareness problem. Therefore, customers may be confused as to the different designs of the logo. Instead, the reStore should use one image that shows the stores' focus on sustainability. The colors and appearance of grass in the background help customers to identify the reStore has a store focused on sustainability. All fliers, advertisements, and interactions with the media should include the logo. When interacting with the media, a close up or a picture of the logo should be included.



Pricing Strategies

The pricing strategy has changed from last year. Last semester, many of the products were greatly undervalued. Shirts were sold for 50 cents or less. This year, shirts sell for \$2-\$4. Button up shirts sell for \$6. Typically, the product still sells for a fraction of the original price. This strategy is in place to provide value for the customer as a less expensive source to obtain goods. While maintaining low prices, we are increasing our revenue from last semester. The pricing strategy is dependent on the volunteers. The volunteers determine the price of an item based upon his or her opinion. If the volunteer believes that an item is equal in value to two t-shirts shirts, then the price for the item would be approximately \$4. Price also varies with the quality of the item. The intern is responsible for inspecting all transactions for the day, via the reports written by the volunteers. If goods are being undervalued or overpriced, then it is the responsibility of the intern to communicate with the volunteers and correct the problem.

The goal of the reStore is to promote trading rather than buying and selling. Thus, most transactions concern the trading of an item for another good. The same quality test applies for selling as trading. Volunteers are given the autonomy to determine if the trade is of equal value. Once again, volunteers are encouraged to think of items in terms of how much the item would cost. Thus, the volunteers have to determine the dollar value, and then determine if the trade is equal. The intern is responsible for inspecting all transactions for the day, via the reports written by the volunteers. If goods are being undervalued or overpriced, then it is the responsibility of the intern to communicate with the volunteers and correct the problem.

There have been several instances when an item was undervalued. The intern immediately communicated with the volunteer. After these conversations, the volunteers have not undervalued an item since the original mistake. When in question of whether a trade is equal, volunteers are encouraged to text the intern for a confirmation that a trade is equitable. The reStore intern is to finalize all transactions that include items that are extremely valuable. It is the intern's decision as to what items must pass his or her approval. This allows for high quality items to remain in the store without fear of a substantial loss.

All school supplies will be free. School supplies will be distributed during special promotions. The reStore has a large supply of school supplies that is replenished each year. Allowing customers to take school supplies encourages them to return to the store. The more the customers enter the store, then the more likely they are to conduct future transactions.

Promotional Strategies

One weakness of the reStore is lack of awareness by students. Thus, the reStore can obtain name recognition through an increase in promotion. Students should be reached through television, newspapers, fliers, electronically and special promotions.

Contacting students through television is critical. The reStore has the opportunity to have a story done by BG on TV. This is significant because BG on TV specials air on PBS in Northwest Ohio. The segment would be around three minutes. Also, the staff at BGSU has allowed the

reStore to have a running advertisement on the televisions in the Union. This advertisement would air for the rest of the semester. The Union is a centralized location on campus. Thus, hundreds of students would see the reStore advertisement each day.

The reStore has previously been the subject of a story written by the BGSU newspaper. One objective is to have the paper write a follow up segment. Papers are distributed throughout the BGSU campus. Thus, hundreds of people can be reached through the newspaper article. Ideally, the reStore would have another front page article. This article would summarize all of the success the reStore has experienced for the semester. A story on the success of the reStore would demonstrate that the reStore is a viable source for obtaining product at little to no cost.

The next step for the reStore is to distribute fliers. Fliers are a common way for organizations to communicate with students. There many different fliers used all over campus. The target market needs to have a flier that references convenience and the services that the reStore provides. Fliers that will be distributed all over campus need to convey the sustainability focus of the reStore and the trading concept. All fliers should be bigger than an 8.5 by 11. This size difference will distinguish the reStore flier from all other signage.

Electronically communicating with people is an easy and effective means of commuting with potential customers. Thus, the Facebook page and Twitter need to have more likes and followers. Also, pictures of the reStore should be put on the Facebook page. This will deter the idea that the reStore is a garage sale.

Also, the Resident Advisors are an influential group of individuals on campus. Resident Advisors have to conduct programs every couple of weeks. Therefore, we will email the Resident Advisors and let them know that we will conduct programs for Resident Advisors. This should receive a high level of response because the Resident Advisors have to conduct programs. Thus, we would be making their jobs easier. At the program, we will discuss the reStore, what it can provide and sustainability on campus. This will introduce customers from all over campus to the reStore. These programs will take place throughout the semester.

We should also speak with the office of Admissions, Residence Life and Orientation about including the reStore into Bowling Green State University marketing pamphlets and tours. This will enable the reStore to reach more freshmen. These freshmen can remain loyal customers for their four years at BGSU. Thus, we would be establishing a bigger and loyal customer base.

The final way in which the reStore will be promoted, is through special promotions. There will be little feet along the walls of Kreischer leading students to the reStore. Students will be intrigued as to where the feet lead to. Thus, students will follow the feet to the reStore entrance. Business cards will be distributed to all rooms within Kreischer. This will inform the residents of where the store is located, the Facebook page and Twitter account. Thus, we will be reaching the students electronically and with the card. We will have a table giving away schools supplies in the Union and on "Earth Day." Giving away school supplies will grab the attention of the students and it will encourage them to come to the store.

Supply Chain Strategies

The current distribution of product will remain the same. Product will be sold or traded in the store. In the future the reStore may have to change the location of where the inventory is located. Currently, the storage location is small. If the store becomes more popular, the inventory room may need change.

Inventory is gathered through collection bins that are located in each residence hall at the end of the semester. Before students leave for the summer, they are encouraged to donate material to the reStore instead of throwing it in the trash. This means of obtaining inventory is more than sufficient. Typically, the reStore employees will sort through the donated material. Then a lot of product is donated to Goodwill.

Implement and Control the Marketing Plan

Action Plans

A timeline will be made. If every item on the timeline is completed by the desired date, then all of the initiatives will have been met. In the instance that an item is not completed by the desired date, then a plan of action must be put into place to achieve the desired action as soon as possible, without jeopardizing other initiatives.

Responsibility

The intern is responsible for conducting all planning for the initiatives. Some initiatives may require more assistance than the intern can provide. In these instances, it is the responsibility of the intern to communicate with the Sustainability Coordinator, and to find volunteers. All responsibilities are to be agreed upon by the intern and the Sustainability Coordinator at the beginning of each semester.

Time Line

2/25 Give presentation/ tours of reStore to RAs from Kreisler and Centennial
2/25 Interview potential employee
2/26 Begin shooting for PBS special
2/27 Continue contacting individuals in charge of TVs in Union and BA building
2/29 Check on availability for future promotions in the Union
3/12 Have posters completed, stamped and hung up in all Residence Halls. Verify if posters can be emailed to RAs for use in their hall way.
3/12 Have “green footprints” leading to the reStore from both the dial and CD hall
3/12 Marketing Plan finished
3/12 Email all RAs of a free tour and presentation on the reStore
3/15 Upload photos of reStore to Facebook
3/19 Business cards given to all students in Kreisler and Harshman (Brand, location, contact, Facebook, Twitter, motto or slogan)

3/23 Talk with Tour guide department/Orientation/Admissions about including the reStore in brochures as well as info given in tours
03/29 Table in the Union (Date depends upon what table we can get)
04/13 Table in Union Free Promotional
04/20 Give away to Goodwill
04/25 11-3pm Earth Day table
04/27 Distribute survey to see if students can identify the reStore and what it does
04/29 Analyze results from the semester.
04/30 Story with BG News stating what we have accomplished
05/04 Business Plan finished

Additional Notes

The presentations and tours of the reStore will be conducted throughout the spring semester at varying times. The time for these presentations will be dependent on the intern and the RAs schedule.

Facebook weekly Green fact – This is a great way to keep customers interested and visiting our Facebook page.

Budget

The budget for the reStore is not definite. Any use of funds must come from profits made by the reStore, the “Green Fund”, or through the Office of Campus Operations. The “Green Fund” is supported by a small fee paid by BGSU students. To access this fee, one must present a proposal to the Sustainability Coordinator. The proposal must include how the reStore would use the money, and how the money would encourage or promote sustainable initiatives. Accessing funds through Campus Operations will be led by the Sustainability Coordinator. All use of funds must be made in the mindset of sustainable purchasing. Therefore, the materials should be from reused or recycled material, or the product should reduce the stores’ consumption of energy, water...etc. If a sustainable product cannot be used, then the reStore should purchase an item that took the least amount of energy or waste to produce. Purchasing environmentally friendly products sets an example for the community, and it demonstrates the reStores’ resolve to sustainable practices.

Measurement and Control

When a customer enters the reStore, the volunteer indicates the time that the customer entered the store. If the customer purchases or trades any items, then the volunteer records the transaction. This information is used for marketing, but it will also show whether the reStore accomplishes the goals that have been outlined. This information will accurately display the number of customers that enter the reStore. At the end of the semester, the number total number of customers that entered the store will be compared with the estimated number of customers that entered the store last semester. Therefore, a system of metrics is established to determine whether the goals were actually accomplished.

Facebook and Twitter allow one to see the number of people who are following or like the reStore. Facebook also shows when people like the Facebook page as well as who is talking about the reStore. This set of metrics will help to determine whether the goals were actually accomplished.

Finally, the survey that was distributed at the beginning of the semester will be redistributed to the students living in Kreischer and passing through the Union. Thus, the results will be quantifiable. This will show a clear increase or decrease in the name recognition of the reStore. The combination of these metrics will adequately show whether the reStore met the goals that were set forth.

Works Cited

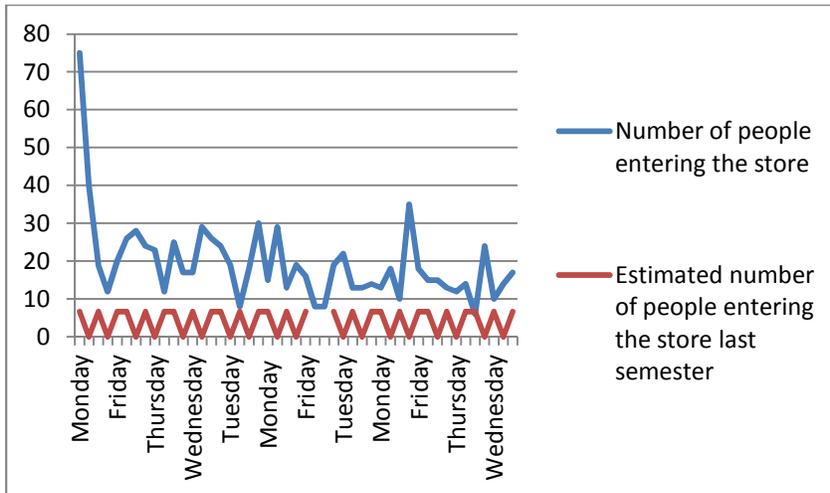
- "BGSU :: Campus Sustainability." *BGSU*. Web. 07 Mar. 2012.
<<http://www.bgsu.edu/offices/sustainability/index.html>>.
- Chamberlain, Troy. "University Ranked Highest in Ohio for Student Loan Debt." *The BG News*. 10 Feb. 2012. Web. 07 Mar. 2012. <http://www.bgnews.com/campus/university-ranked-highest-in-ohio-for-student-loan-debt/article_432e57e6-53a6-11e1-aba7-0019bb2963f4.html>.
- "Regional and State Unemployment, 2011 Annual Average Summary." *U.S. Bureau of Labor Statistics*. U.S. Bureau of Labor Statistics, 29 Feb. 2012. Web. 07 Mar. 2012.
<<http://www.bls.gov/news.release/srgune.nr0.htm>>.
- "Table A-4. Employment Status of the Civilian Population 25 Years and over by Educational Attainment." *U.S. Bureau of Labor Statistics*. U.S. Bureau of Labor Statistics. Web. 07 Mar. 2012. <<http://www.bls.gov/news.release/empsit.t04.htm>>.

Analysis

Number of people who entered the store this semester is equal to 915.

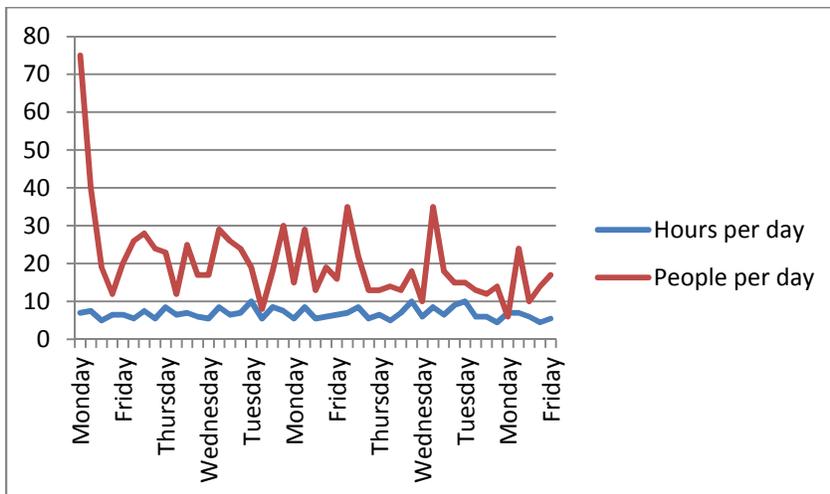
Estimated number of people entering the store last semester is equal to 180.

Increase in customers who entered the store from last semester is equal to 508.33%.



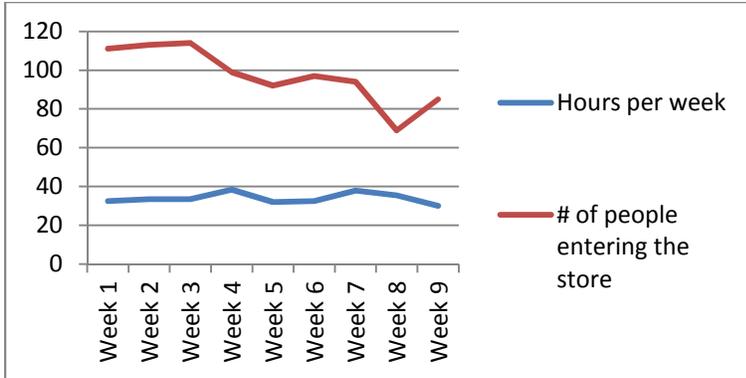
The reStore was open for 9 weeks or 45 days or 306 hours.

There was an increase in store hours by 377.78% from last semester.

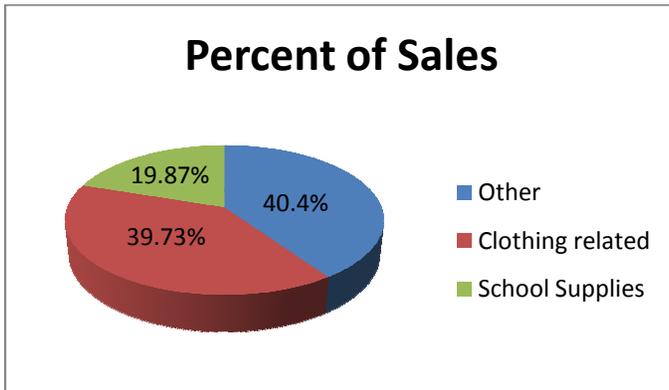


The average number of people entering the store this semester is equal to 3 per hour.

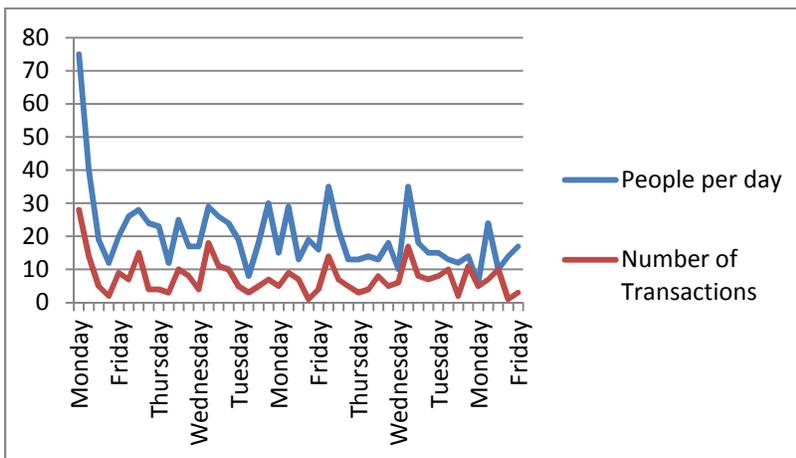
The average number of people entering the store per day, after accounting for outliers, is 19.4 people per day.



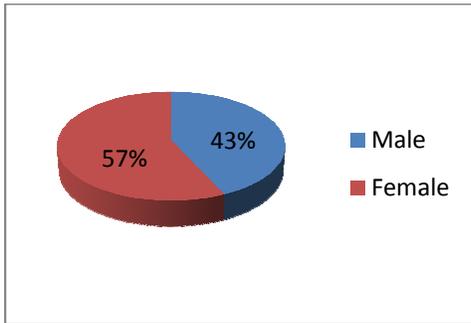
1000 items were traded for a total of 901 items. Thus, 1000 items went into the store, and 901 items left the store. 358 items were clothing related. This list includes hats, belts, dresses, shorts, t-shirts, pants, sweaters, jackets. Thus, 39.73% of what people wanted was clothing related. 179 items that left the reStore are titled as school supplies. Thus, 19.87% of what customers wanted was school supplies.



37% of customers entering the store made transactions.



Gender make up of customers

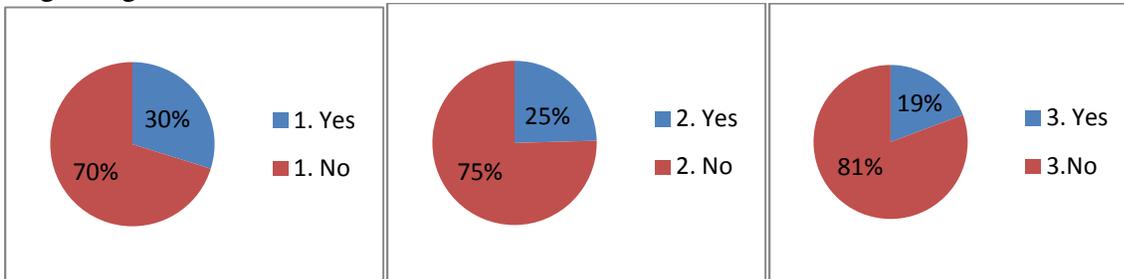


Consumer Awareness

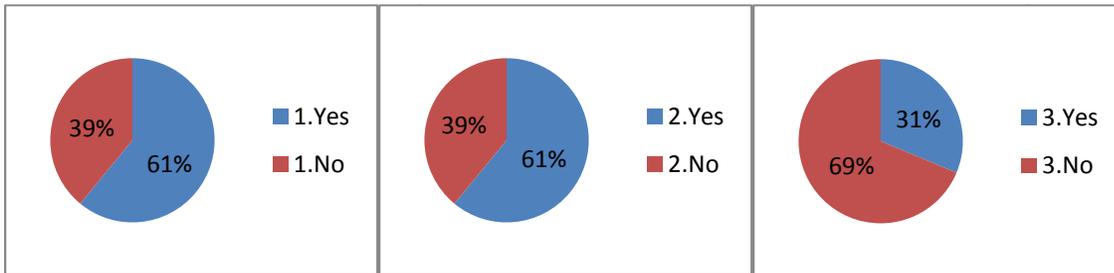
Questions:

1. Have you ever heard of the reStore?
2. Do you know what the reStore does?
3. Have you ever been to the reStore?

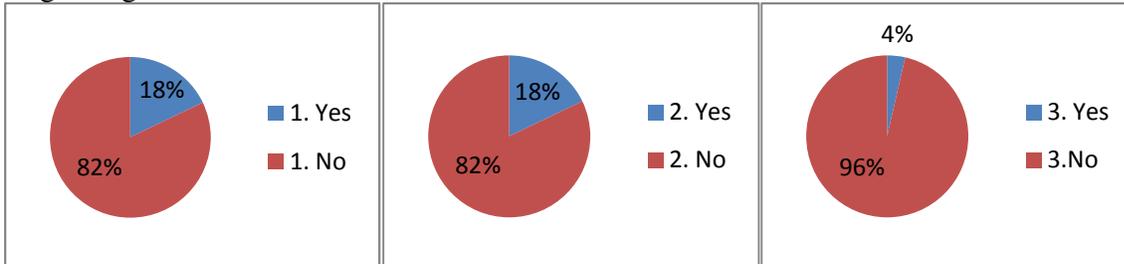
Beginning of semester in KAB



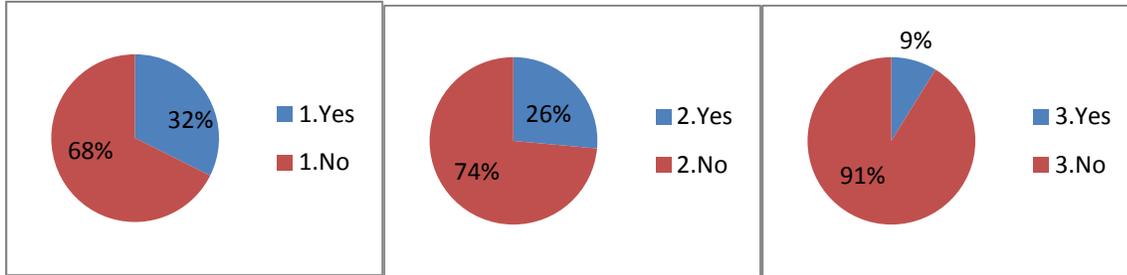
End of semester in KAB



Beginning of semester in Union



After the semester in Union



The number of people that were interviewed in KAB before and after is 57 and 64 respectively. The number of people that were interviewed entering the Union before and after is 28 and 34 respectively. Many of the individuals interviewed, heard about the reStore from an RA, posters or the home page.

Summary

The reStore experienced great success this semester. The reStore increased the number of customers entering the store by over 500%. The customer awareness doubled in Kreischer AB and almost doubled in students entering the Union. This dramatic improvement is derived from two major improvements. First, the hours of the store greatly expanded and were more consistent. The hours for the reStore increased from the previous semester by almost 4 times. Also, the increased promotion improved the market awareness. The following list includes all promotion and advertising events conducted throughout the semester.

- Subject of an interview with BG24
- Appeared on the BGSU newspaper front page
- Appeared on the BGSU website
- Conducted 3 special promotions within the Union
- Gave away 91 binders and 20 notebooks to the abused and neglected children of Wood County.
- Had a commercial running in the Union
- Will appear on PBS within the next 3 weeks
- Implemented into BGSU tours
- Donated 3 boxes and 2 bags of clothing to Goodwill
- Hung posters in each residence hall, and on many of the floors within the residence halls
- Subject of 4 Resident Advisor programs
- Hung promotions in KCD leading residence to the reStore
- Implemented a Facebook page and gained 106 likes
- Implemented a Twitter and have 12 followers

The reStore also won Organization of the Month of February. This was awarded to the reStore, due to its sustainability focus and cooperation with multiple departments. The reStore was involved in Residence Life, Admissions, and Orientation. Marketing typically sees results long after being implemented. Thus, to have this immediate success is exceptional.

Recommendations

It is essential that four objectives are completed for next semester. First, the reStore must obtain a great intern for next fall. Second, the store must remain open for a large portion of the week. Third, if the store is to greatly expand, the store must obtain another location. Finally, the marketing campaign must continue. I will also discuss some other recommendations that are less critical to the success of the store.

The fall intern is essential to the success of the reStore. The intern is responsible for all of the marketing, hiring and training of employees, maintaining hours, and managing of employees. There will not be another individual to complete these tasks. If one who is not competent is hired as the reStore intern for the fall semester, then the store will not experience much success. A good intern is defined as, one who is capable of managing a staff of student volunteers, able to creatively and effectively communicate with BGSU students through various modes of communication. This intern must be able to put in long hours, work diligently, professionally, and ethically. Finally, a good intern is one who will be able to build upon the success of previous semesters to improve the number of transactions, number of customers that enter the store and market awareness. Thus, the potential success of the reStore is dependent on a good intern.

Second, the store must maintain a variety of store hours. One of the reasons that the store was successful this semester, was the frequency of hours. Even this last semester, many individuals found that the hours were not followed. Unfortunately, some individuals did not return to the reStore after finding the store closed. This lessens the credibility of the reStore, decreases customer satisfaction and leads to lost transactions. Therefore, more volunteers must be hired. In the instance that an employee is not able to work, another volunteer should be able to work. This will expand the stores hours and will produce a more reliable store. Important hours that the store should remain open, include before and after meals. Many times late hours also attracted residents. It would be helpful to have consistent hours. This semester, the store never had the same hours each day. This unpredictability made it difficult for residents to know when the store was open. Thus, the intern for next semester should try to keep frequent and regular hours.

Third, for the reStore to expand and achieve greater success, a new location must be obtained. Due to the current location, most of the reStore's customers are from Kreisler or Harshman. This is due to the store being located in an obsolete place in the far corner of campus. Most college students are not willing to carry goods across campus to trade. One possible location for the store could be in the old basketball gym. This may not be a good change. The location would be more centralized; however, this may not increase the customer base. Currently, every resident in Kreisler Darrow must walk in front of the store several times a day. In addition ever resident who lives in Kreisler Compton, must walk in the hallway in which the reStore is located. This amounts to roughly 450 people. Moving the store to the gym could lessen the number of customers entering the store, due to a decrease in convenience for Kreisler and Harshman residents. The optimal location for the reStore would be located in the Union on the first floor. One possible option for the store could be located in the game room. This room is frequently empty and the games are outdated. By obtaining a more centralized location, the reStore would obtain more customer awareness, which would increase the number of transactions made.

The reStore would obtain more customer awareness for several reasons. First, all tours take potential students through the Union. Therefore, more freshmen would know about the reStore. This would increase the number of returning customers. Second, most buildings are located in the middle of campus. Thus, most students must walk to a location near the Union daily. Finally, many individuals prefer eating at the Union. This would bring more residents to within feet of the reStore.

The final significant recommendation is that the marketing campaign continues. Many of the residents on campus heard about the reStore, due to advertising and promotions that occurred over the spring semester. One of the volunteers for the reStore first heard about the store, due to the promotions in the Union. Marketing is critical to expanding a business. All of the marketing that was implemented over the last semester was completed at little to no cost. Thus, the mode of communication and frequency does not have to depend upon cost. Therefore, next year, the store should use various means of communication, and increase the frequency of promotions and advertisement. This increased marketing effort will lead to larger customer awareness and more transactions.

Other recommendations that I will make, will help the store to run more efficiently. These are not critical to the success of the reStore. However, these recommendations will help the store to run more smoothly and efficiently.

1. Have the store hours listed on the entrance to the reStore.
2. Never accept credit. This process is too complicated and will not dramatically increase transactions.
3. Keep the prices of goods higher than the prices from last semester. These prices will increase revenue, while maintaining the low cost image. In addition higher prices will increase the number of trades that will occur, and product that is too cheap, may be perceived as less valuable. The reStore's main objective is to promote sustainability; thus, we do not want our product to be perceived as cheap or a throw away.
4. Have a huge tent on the first day of school, in the middle of the oval. I would then give away school supplies. Having product on the first day in the middle of campus will increase market awareness and transactions.
5. Have another advertisement on the BGSU homepage. However, in the future, the picture must have the caption reStore. Many people saw the current picture, and did not associate the reduce reuse recycle caption with the reStore.
6. Implement a website. A website could provide more information than feasible through Facebook. Also, the website would coordinate and promote with YouTube, Facebook and Twitter.
7. More information should be derived from customers that enter the store. Next year, employees should ask customers if they are returning, and from what residence hall the customer is from. This will allow the intern to better identify the target market and adjust marketing strategies.
8. At the beginning of next semester, email all RA's and have them put up reStore fliers on their floors. This coupled with RA programs will greatly increase the number of customers entering the store. These recommendations will help to improve the market awareness and customer base, which will make the reStore a more successful business.