

Cedarville University

Spectrum Solutions

Annual Report

2012

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To Our Stockholders

Spectrum Solutions ends this year at an important and exciting time for the Integrated Business Core (IBC). Our organization has been dedicated for the last sixteen weeks to provide a portfolio of quality products that meet the greater Cedarville community's needs. In doing this, we have achieved several unprecedented accomplishments. These include releasing the first business to business product which was free to students, having a larger portfolio of products than past companies, and being the most profitable company in IBC history.

Following the loan proposal on October 1st, Spectrum Catering had five days to prepare for their first event – catering Oinkadoodlemoo BBQ for Homecoming 2012. We provided 75 pounds of meat, which we contracted from Oinkadoodlemoo, as well as chips and soft drinks. We sold most of our inventory at the stand and cleared the leftover inventory through personal sales. Because of this, within a week of receiving the loan, we accomplished a \$900 profit.

After over a month of B2B sales, Cedarville Connect released the Buzz on October 26th. This product allowed local businesses to connect with the Cedarville population by placing ads and coupons in the book. This was a perfect opportunity to build goodwill with students by offering them a product that was not only free to them, but actually saved them money at some of their favorite venues.

On November 3rd, Cedarville's gamer community assembled for Smashfest, the videogame tournament hosted by the Events SBU. Our team organized the brackets, venue setup and tournament operations and allowed the competitors to work towards the ultimate prize of \$50 for first place, and \$25 and \$10 for second and third place, respectively.

Two weeks later, on November 17th, the Events SBU hosted over 200 athletes at the Falling Colors 5k. Financially, this was our company's largest product and required a massive push from the whole company to make it successful. After more than doubling projected profit, we saw the rewards for our work.

On December 4 Spectrum Catering provided their second service to the Cedarville Community. They catered Oinkadoodlemoo again but this time to three different dorm Resident Directors for their end of the semester dorm parties. The events were successful in providing food and fun to the students living in those halls.

The Services SBU originally planned three products but due to timelines and operational feasibility concerns on the part of the clients they were terminated. The team ended up creating our only tangible business to consumer product, the "45 Days in the 'Ville" devotional book. We were able to successfully sell this to different departments on campus as well as students and be profitable in little over a month.

We end our operations confident that we have provided our customers and clients excellent products and that we have maximized the return on resources. We are excited about our partnership with Changing Lives Now this year and the opportunity to present our profits of almost \$5,000 to them. Thank you for your investment.

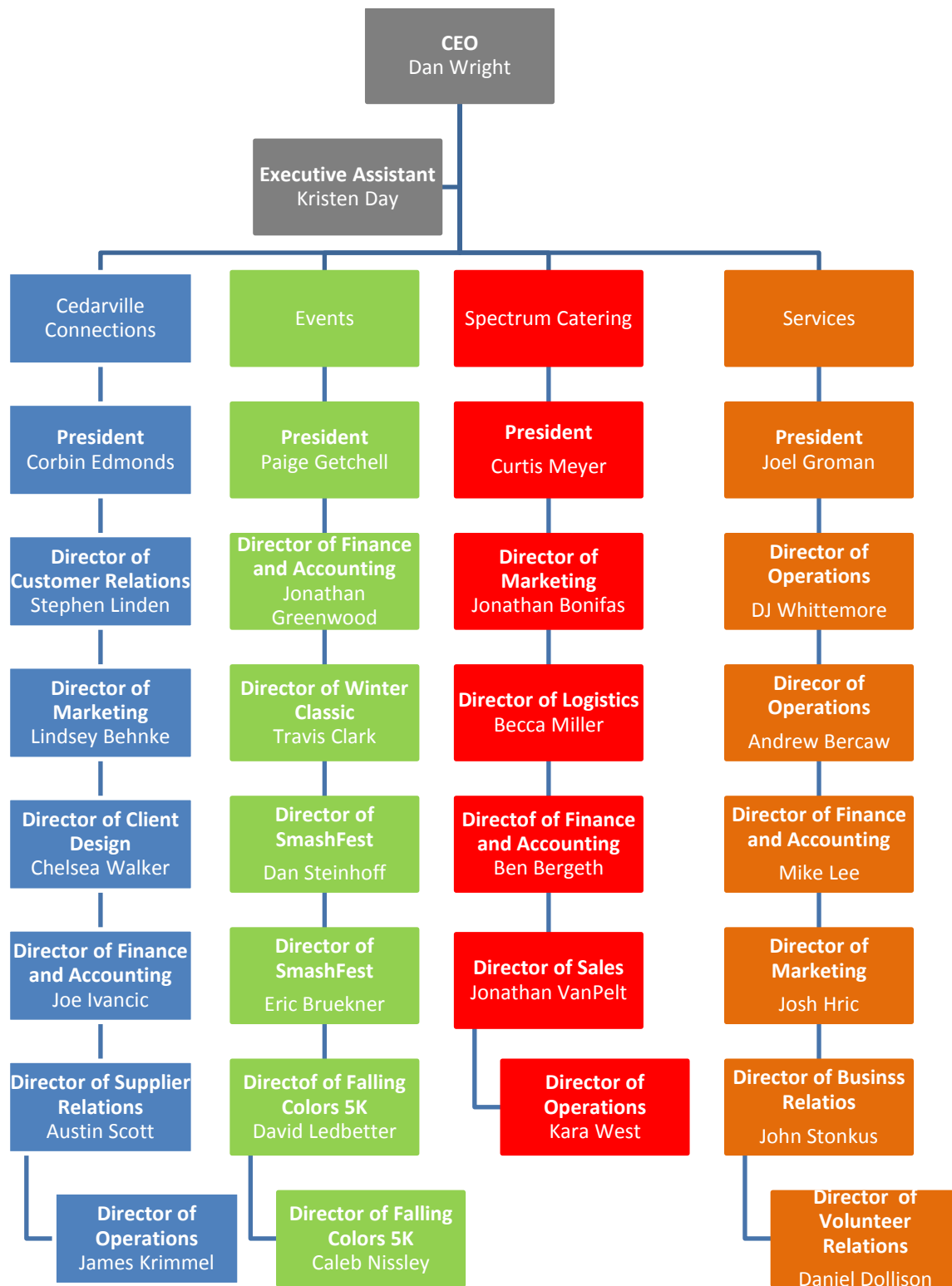
Dan Wright
Chief Executive Officer

Mission Statement

Spectrum Solutions exists to provide the greater Cedarville population, students and alumni with events, products and services that promote community, enjoyment and improved quality of life.



Small Business Units (SBUs)





Smashfest

Smashfest allowed the customer to play the beloved 1999 videogame Super Smash Bros. on multiple large projector screens with surround sound for a chance to win a \$50 cash prize!

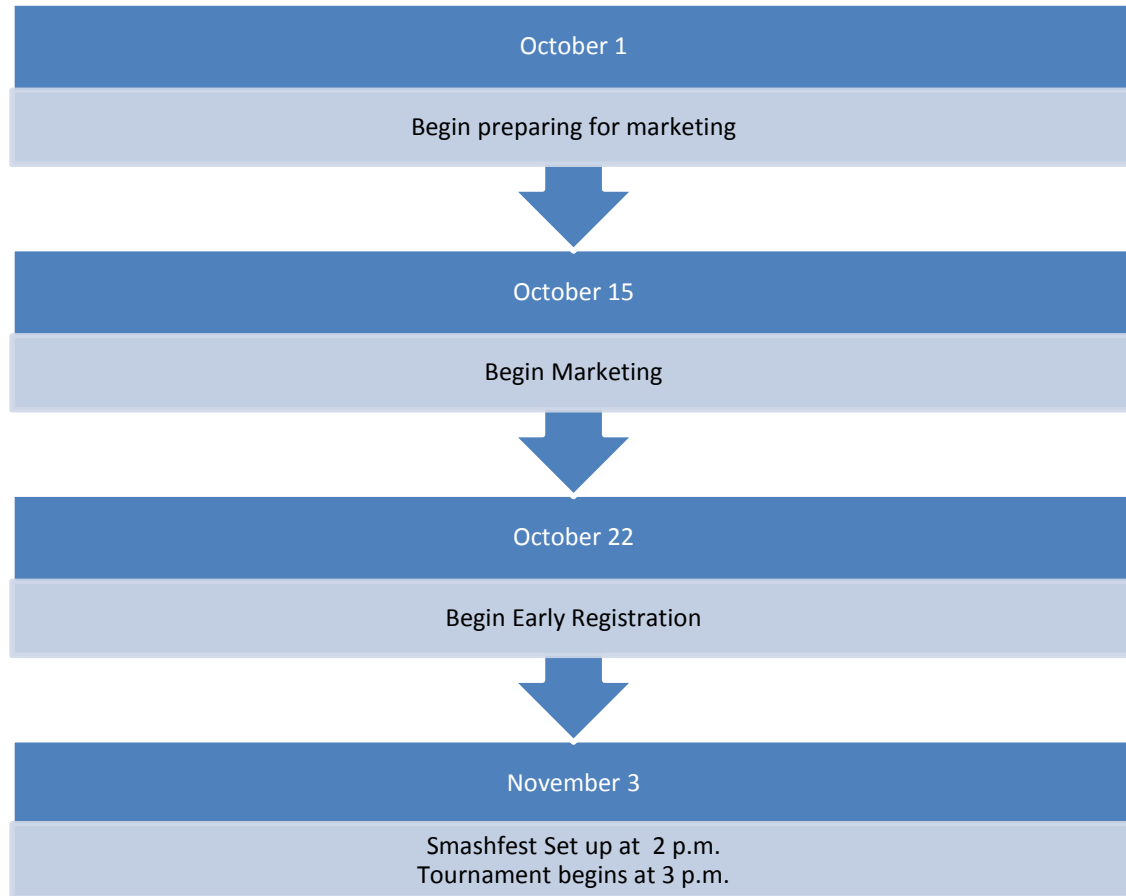
Operating Highlights

We put on a video game tournament that we held in the Stevens Student Center (SSC) event rooms. We were fortunate that the SSC event rooms were free of charge and came equipped with projectors, large projector screens, and surround sound audio. We only had to provide the video game systems and the video game for each system. Our team acquired both of these things through contacts of employees in the company. The company already had all the materials to put on the videogame tournament and only had to purchase the prizes for winning players and materials for marketing. Once the tournament began, the movement of people and games went smoothly and customers seemed pleased with their purchase.

Operating Challenges

We allowed our Smashfest customers to sign up for the videogame tournament until the event actually started. This caused issues with making a tournament bracket because the company was unable to formulate a bracket until all the contestants had registered. These issues caused the event to start later, but after all of the contestants were registered we quickly made a bracket with all the teams and began the tournament.

Timeline of Operations



Contingency Plan

Multiple extra games and consoles were available for us to use in case any of the consoles failed during the tournament. We acquired these through contracts with the owners of the games or consoles in order to have backups ready in case of any problems.

Analysis & Signification Trends

We did very well focusing on a specific target market of mostly college-aged male videogame players. This event successfully brought together this target market for a day of fun playing videogames with fellow videogame enthusiasts.

Marketing Strategy

The Smashfest marketing strategy included posters, social media, and a website that provided online registration access. The week before the tournament we set up a game console in the lower SSC to attract students to sign up and allow them to play a beloved classic video game for free while getting excited about the upcoming tournament. At this table players were also able to sign up for the upcoming tournament. We were able to make

adjustments quickly as we learned more about our target market, making Smashfest an event that many hope to see happen again in the future.

Target Market Description

The original plan for Smashfest featured two videogames, appealing to two different target markets, the avid videogame player and the sport videogame player. After getting low responses from the sport videogame players, we decided to concentrate on only one of these markets and feature only Super Smash Bros at our tournament. This game had previously been identified as one of the most popular video games played on campus.

Pricing Strategy

After researching the target market, it became clear that participants would not be willing to pay \$10 to play in a videogame tournament. The videogame tournament was originally priced at \$10 per customer, but before registration began we decided to change the price to \$5 in order to gain more customers.

Advertising Strategies

About 75 posters were put up in almost every building around the Cedarville campus to initially get the word out about Smashfest. This was followed up by both a banner on the Cedarville website and an announcement during a Cedarville chapel. A sign up table was located in the lower SSC from October 29 until November 2. The sign up table allowed the costumer to sign up online and in person and also allowed them to play the Super Smash Bros. game. Having the game set up turned out to bring a lot of attention of customers to the table and helped the event to be more successful. Using the company website for registration and social media, like Twitter and Facebook, allowed the costumer to hear about the event more frequently and register more easily.

IT Strategy

The Spectrum Solutions IT team created a website for online registration which included a link to the Cedarville Event's page to keep a record of those who registered and those who paid.

Online Registration and Sales

The Spectrum Solutions website was used for online registration, which allowed customers to easily sign up to compete in the tournament. This website also included information about the tournament which helped give the customer a better idea of what to expect when he or she arrived.

Obstacles

The IT aspect of Smashfest was mostly obstacle free. The only problem was figuring out how to process a refund for those who signed up and could not make it to the event. Once this process had been established, there were no obstacles.

Financial Statements

| Smashfest | |
|--------------------------|------------------|
| Income Statement | |
| October - November, 2012 | |
| | |
| Revenues | |
| Credit Sales | 155.00 |
| Cash Sales | 163.00 |
| Gross Profit | \$ 318.00 |
| Expenses | |
| Advertising | 53.00 |
| Bank & Cr Card Chgs | 6.00 |
| Total Expenses | \$ 59.00 |
| Net Income | \$ 259.00 |

| Return on Loan | |
|--------------------------------|-------------|
| | |
| Loan Received | \$ 200 |
| | |
| Sales | \$ 368 |
| Total Income | \$ 568 |
| Total Expenses and Prize Money | \$ 108 |
| Loan Payback | \$ 200 |
| Net Income | \$ 259 |
| | |
| Return on Investment | 130% |



Falling Colors 5k

Quotes from our customers:

"The colored powder made the race so much more fun."

"Thanks for the experience, it was great! :)"

"Great job organizing- had a great time, thanks!"

"This event was a lot of fun and enjoyable. Thank you for having it!"

"Do it again!!!"

Operating Highlights

The Events SBU put on the Falling Colors 5k, best described by this email which was sent to the Cedarville University student body:

"Don't miss out on an opportunity to spice up your life with frenzy and fun through the Falling Colors 5k! Well... what exactly is this thing? A unique experience focused on crazy color fun with friends and family. It is a 5k that brings together those who know how to enjoy a stroll to the mailbox and back and those of impeccable speed and stamina. The magic is happening November 17th on the cross-country course - be there or be grayscale. Register online now! The first 150 registrants will get a free t-shirt!"

One of the biggest highlights of the Falling Colors 5k was the fact that almost every member of Spectrum Solutions was able to be a part of making the event the incredible success that it was. Overall, the Falling Colors 5K exceeded expectations. Through careful planning, we were able to provide the necessary direction to company members and customers alike, allowing the event to run smoothly and customers to have the best possible experience.

The Falling Colors 5k was sponsored by five local companies including Neapolitan, Resound Radio, and Beans n' Cream. These sponsors played an important role in the success of the event. The sponsors helped raise the necessary funds for t-shirts and added a level of legitimacy and professionalism to the overall event. The sponsors also helped us to better promote the event through allowing advertisements of the event in their places of business.

We also worked closely with Pioneer Catering, Gordon Food Services, Screenplay t-shirt printing, and Cedarville University's Student Government Association. Though working with each of these companies and organizations, the team was able to acquire what was needed quickly and at a reasonable price.

Dividing up responsibilities was vital with such a big event. Six members of the Events team worked specifically on the Falling Colors 5k during the two weeks leading up to the event, with countless hours of help also coming from all of the other members of the company to put together registration packets, make signs, make paint powder, and prepare for the day of the race. On the day of the event, almost every one of the 40 members of Spectrum Solutions was present running the event.

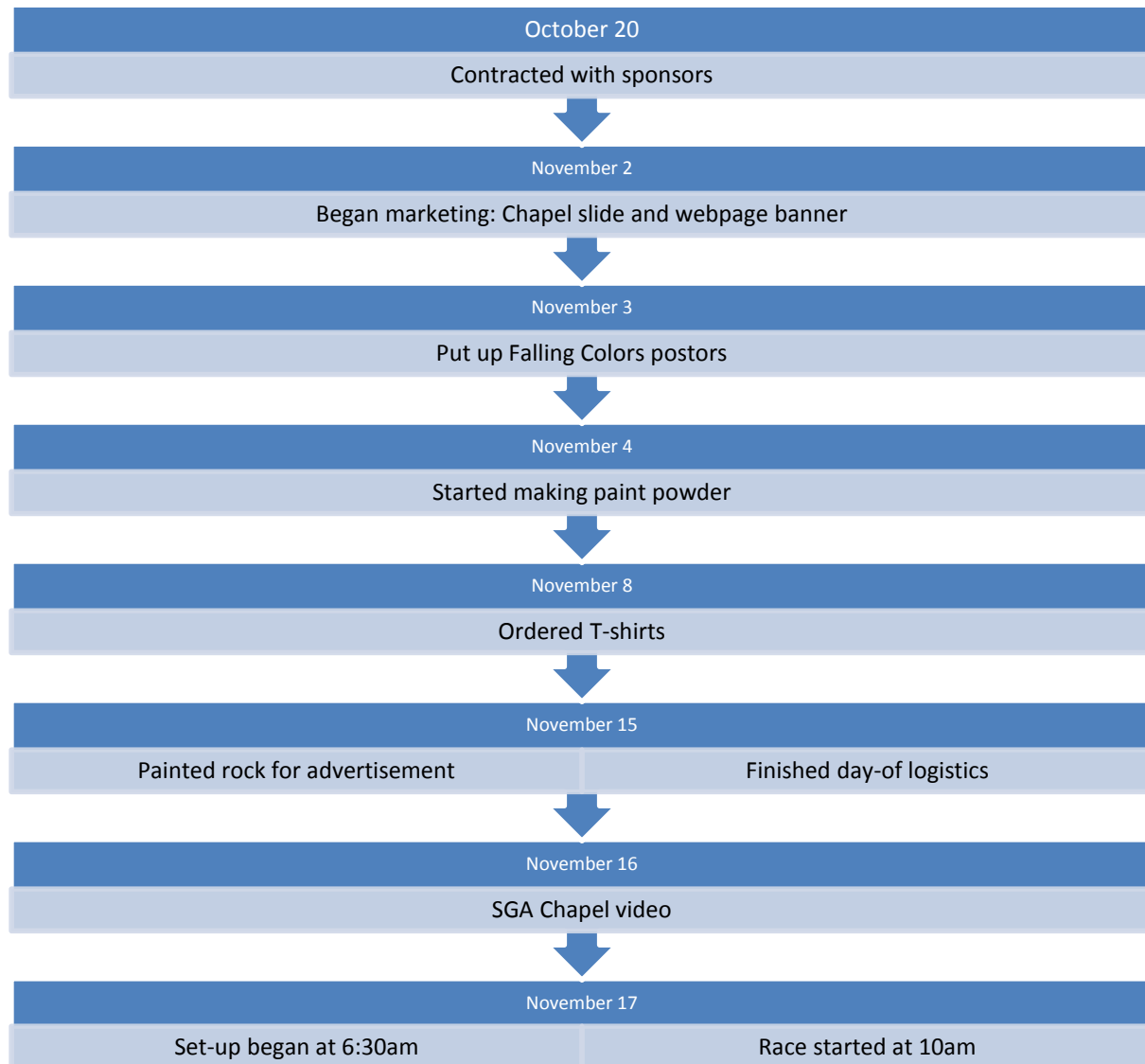
Originally, we expected 150 runners, but we actually had just over 200 paid runners. This not only brought more energy and excitement to the event, but also more than doubled the expected profit margin. Though originally we expected to make roughly \$870 on the race, the actual profit was \$1930.

Operating Challenges

Taking on an event this large with all the small details that needed special attention was definitely a challenge. As the date of the event approached, it became more obvious that we needed more help from the entire company to accomplish everything that needed to be done. In this situation, members of other SBUs willingly stepped in and helped complete the work. Giving the entire company updates on a regular basis helped to break down communication silos and allow all members of the company to feel invested in the project, which made them want to be involved when more help was needed to put the event together.

We came together as a company to make this event possible. The Events team on its own could not have completed everything that needed to be done, but through a company-wide effort, the Falling Colors 5k was extremely successful, getting great reviews from customers.

Timeline of Operations



Contingency Plan

Most of the original plans for the Falling Colors 5k were executed as originally expected. Though small challenges like finding a new t-shirt maker and cancelling the group rate came up, we were able to adjust quickly. We also decided to order an extra 550 pounds of paint powder than previously decided which allowed us to make the event even more fun for customers and still remain in budget.

Though only 150 runners were originally expected at the Falling Colors 5k, we prepared to give 300 runners registration packets on the day of the race and could actually allow over 400 runners to sign waivers and participate.

Quotes from our customers:

"The Falling Colors 5k was a lot of fun. I'm not that into running, but my roommate convinced me to go with her anyways. I am really glad I did. There was a great sense of accomplishment when I crossed the finish line. I would definitely do something like this again."

We were also prepared to reschedule the race in the instance of bad weather. All of the registered runners had provided phone numbers or email addresses, and the race could have been rescheduled to November 18th (the following day) or December 2nd.

Analysis & Signification Trends

Almost 90% of our customers were early registrants.

Of the 29 participants who offered feedback after the event, 27 offered a positive response to all five of the questions asked. The other 2 respondents, who did not respond positively to all five questions, each offered one negative response that was unrelated to the other respondent's answer.

Marketing Strategy

Target Market Description

We marketed the Falling Colors 5k to both Cedarville students and to the surrounding community. This was done through contacting local businesses to sponsor the event, hanging posters in local businesses as far as Springfield, getting the word out at a local church, and advertising in multiple ways on Cedarville University Campus.

Pricing Strategy

The Falling Colors 5k pricing was influenced by the pricing of the trademarked Color Run, which prices registration for the event around \$45. We determined that at a cost of \$20 for early registrants and \$25 for late registration, we could draw a good number of customers who would consider paying for the actual Color Run, but did not want to pay the full price.

Originally, we had planned on offering a group rate. However, the online set up that would have been required to sustain this would have been difficult to put together, so we decided to shut down the group rate offer. Since early registration was almost over, the decision came at an appropriate time. This decision also likely increased the Falling Color 5K revenue.

Advertising Strategies

We put together two sets of posters for the event. The first was a promotional poster featuring well-known Cedarville students that were covered in colored powder with fun and excited expressions. The second was more of an informational poster, including the names of sponsors, the price, and the time of the event. These posters went out into the community and all over Cedarville University campus.

We also created a video for the event, which had a fun and interesting story line and communicated the overall attitude of the event well. This video was played at the beginning of a Cedarville University chapel.

Sales tables were also set up in the lower level of Cedarville University's Stevens Student Center from November 12-16. These received little apparent attention because most of the sales of event registration were made in the days before, when early registration was still open. However, this table did provide the opportunity for registrants and potential customers to ask questions and learn more about the event.

Social media played an important role in growing our registration. Cedarville University's Web Marketing Director was incredibly helpful through promoting our event in the fitness blogs that she manages. Since approximately half of our registrants came from outside Cedarville University, it is likely that her online networking made a positive impact.

A big impact was also made through the use of Facebook and Twitter. Using these resources allowed quick and easy communication with customers.

IT Strategy

Online Registration and Sales

The look of Falling Colors 5k website reflected the exciting attitude that all of the marketing tools were portraying. The colorful webpage provided important details about the race, including pricing, location, and information about the course. The professional, fun look of this website drew customers in further once they reached the web page.

Through the help of the Spectrum Solutions IT team and the Cedarville University IT department, we were able to put together an online registration form that allowed participants to pay with credit card or by cash on the day of the event. The IT team was also able to provide refunds when necessary.

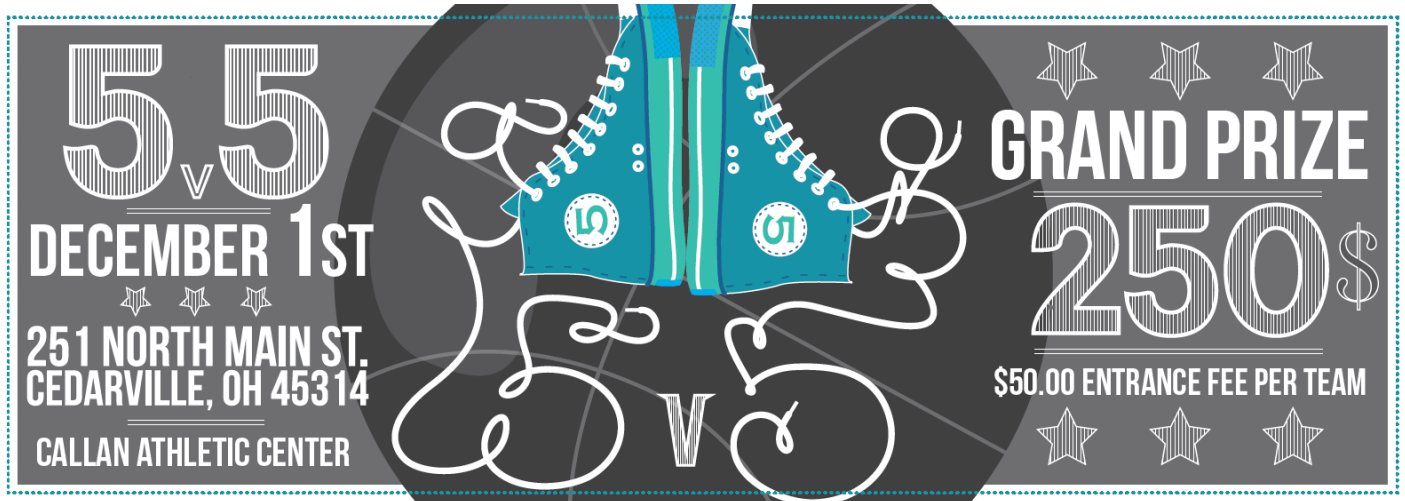
Obstacles

Because the Spectrum Solutions IT team was dependent on a separate IT to complete some of the necessary work on the Falling Colors 5k registration page, there was sometimes a delay in getting things accomplished. However, we were able to easily work around these rare delays through effective communication.

Financial Statements

| Falling Colors 5k | |
|--------------------------------|--------------------|
| Income Statement | |
| October - November, 2012 | |
| | |
| Revenues | |
| Credit Sales | 3,340.00 |
| Cash Sales (race and t-shirts) | 496.00 |
| Sponsors | 400.00 |
| Gross Profit | \$ 4,236.00 |
| Expenses | |
| Advertising | 391.00 |
| Bank & Cr Card Chgs | 81.70 |
| Supplies-Operating | 1,833.30 |
| Total Expenses | \$ 2,306.00 |
| Net Income | \$ 1,930.00 |

| Return on Loan | |
|-----------------------------|-------------|
| | |
| Loan Received | \$ 1,830 |
| | |
| Sales | \$ 4,236 |
| Total Income | \$ 6,066 |
| Total Expenses | \$ 2,306 |
| Loan Payback | \$ 1,830 |
| Net Income | \$ 1,930 |
| | |
| Return on Investment | 105% |



*An email from a
Cedarville student:*

*"I LOVE the [Winter
Classic] logo! The laces
making the "5v5" is the
best. The shoes are pretty
snazzy, too. :D"*

Winter Classic

Operating Highlights

The Winter Classic had a lot of people excited and talking about it. The planning behind the event went well and all of the logistical aspects were well organized and prepared for the event. Unfortunately, because of the timing of the event, the Winter Classic was cancelled in the week leading up to it. Though we were confident that some sales could be generated, the winner of the tournament was guaranteed a \$250 cash prize, and the amount of work that the tournament would have required from Spectrum Solutions as a whole was not worth the little or no profit that would have been generated by the event.

Operating Challenges

Because of how close the dates for the Falling Colors 5k and the Winter Classic were, it was difficult to put enough attention on the Winter Classic in time to run it well. These struggles were seen in the fields of IT and marketing. Because of the frequent adjustments that were being made on the Falling Colors 5k website, it was difficult to get registration up and running for the Winter Classic. It was also a struggle to focus on the marketing for the Winter Classic during the week before the Falling Colors 5k. Because of the timing of Thanksgiving break, we were unable to market the event and generate enough awareness to generate a significant profit.

Timeline of Operations

The Winter Classic was scheduled to be held on Saturday, Dec. 1st. Most of the planning for the Winter Classic was finished before the original loan proposal. Some marketing began

during the week of November 10th through putting up posters around campus and advertising through social media.

Contingency Plan

Few contingency plans were needed for this event. Besides originally needing multiple possible dates in order to get one approved by the Cedarville Student Life Office, no contingency plans needed to be made. Though Winter Classic was not able to happen, we were prepared to throw this event and had everything in place to have the event run smoothly.

Marketing Strategy

The marketing plan for the Winter Classic was well thought through, but as stated above, could not be fully implemented because of the timing of the event.

Target Market Description

The target market for the Winter Classic was anyone who likes to play basketball. More specifically, the focus was on 18-25 year old male students.

Pricing Strategy

Pricing was based on the fact that individuals sign up in groups. Registration cost fifty dollars per team but would come out to ten dollars a person. This was a fair price considering the fact that each team was guaranteed the opportunity to play at least four games.

Advertising Strategies

Around one hundred posters were made and distributed on Cedarville University campus as well as other campuses; this effectively got people talking about the event. A banner was also placed on Cedarville University's student webpage. A plan was in place to contact those who have previously participated in intramural basketball, make announcements at other colleges, send a campus-wide email, and set up a table in the lower level of the Stevens Student Center at Cedarville University in order to communicate with potential customers and generate interest.

IT Strategy

Online Registration and Sales

Online registration was a must for the Winter Classic due to the fact that it was being advertised to other schools and surrounding communities. The Winter Classic was advertised on the Cedarville University Student Homepage, the Spectrum Solutions Facebook page, and the Spectrum Solutions website, which also provided more information to players about what to expect on the day of the event.

Obstacles

Because of the delay in communication between Spectrum Solutions IT team and the Cedarville IT team and due to the focus that was being put on the Falling Colors 5k, registration could not be established with enough time to fully market this event.

Financial Statements

| Winter Classic | |
|--------------------------|-----------|
| Income Statement | |
| October - November, 2012 | |
| | |
| Revenues | 0.00 |
| Expenses | |
| Advertising | 88.00 |
| Total Expenses | \$ 88.00 |
| Net Income | -\$ 88.00 |

| Return on Loan | |
|----------------------|----------|
| | |
| Loan Received | \$ 450 |
| | |
| Sales Income | \$ - |
| Total Expenses | \$ (80) |
| Loan Payback | \$ (450) |
| Net Income | \$ 80 |
| | |
| Return on Investment | 0 |

IBC Rummage Sale

Description

The IBC Rummage Sale was an event that took place in Milner lounge on December 6th. It featured leftover products that had not been sold during previous IBC companies, including posters, basketball hoops, silly bands, stickers, and much more. All of these products came out of our closet and filing cabinets at no cost to us.

The only marketing that was necessary for the event was two campus wide emails, which were also sent to Cedarville faculty and staff, and announcements through the Spectrum Solutions Facebook page.

Though the rummage sale was something that we thought of late in the semester and was put together quickly, the event was well-organized and well-attended. Faculty members of the School of Business were allowed early access to the sale and many students and faculty from all departments attended the event.

Sales

The IBC Rummage Sale was very successful and did not cost us anything. At the end of the day, our profit totaled \$218.



IBC
rummage sale

Some of the most popular items at the IBC Rummage Sale included glow-in-the-dark basketball hoops, Cedarville posters, and silly bands shaped like iconic Cedarville items.

Spectrum Catering

Operating Highlights

Spectrum Catering partnered with Oinkadoodlemoo, a BBQ restaurant from the Dayton area to bring dining variety to Cedarville. We worked with them to host two major events over the course of the semester. The first occurred on the weekend of Cedarville University's Alumni Homecoming event. The second event, "Chow & Chill", was an event for Cedarville students paid for by the Resident Directors of their Resident Halls and catered by Spectrum Catering. The Homecoming event was very successful as our sales were higher than expected. We projected that the maximum sales would be around 300 meals and that our revenue would be around \$550. We were able to exceed the number of meals we projected to sell by around 40 and we exceeded our expected revenue by around \$350 making approximately \$900 in revenue. The second event also went better than expected, as the students showed up at a quicker rate than planned. We expected that students would arrive at various times between the 3 hours we had planned to serve food. The students arrived promptly at the opening and the majority of the food was gone within forty-five minutes. Everybody loved the pulled pork sandwiches and students had a great time enjoying fellowship and the food at the same time.



Operating Challenges

The biggest challenge for the Homecoming event that we had to overcome was running out of buns with about 15 minutes left to sell. We did not expect to come close to selling out so we did not create a contingency plan in case that happened. We overcame it by sending someone to Wal-Mart to bring us back extra buns. We sent the student at an early enough time that he was able to get back right when we needed the extra buns. The other major challenge we had to overcome was that our location during the Homecoming event was further from the other booths and stands where the majority of people were focused. We overcame this challenge by splitting our food and supplies in half and opening another table for sales at a different spot that was closer to the competition and majority of people. Having two locations helped greatly because it reduced the stress on the workers due to shorter lines, increased customer happiness due to a shorter wait, and helped to increase sales. The biggest

challenge for the Chow & Chill event was the rate at which people showed up to receive the free meal. We did not expect them to come as quickly as they did so we had to work very efficiently to serve students quickly and professionally. We allowed them to pour their own barbecue sauce on their pulled pork sandwiches which helped speed up the serving process immensely.

Excess inventory from Homecoming event

The extra inventory of around 30 pounds of pulled pork was sold at a flat bulk rate of \$40 per 5 pound pan plus a \$3 extra charge for buns. The extra chips and drinks were sold for \$0.50 per item around the various resident halls at Cedarville University.

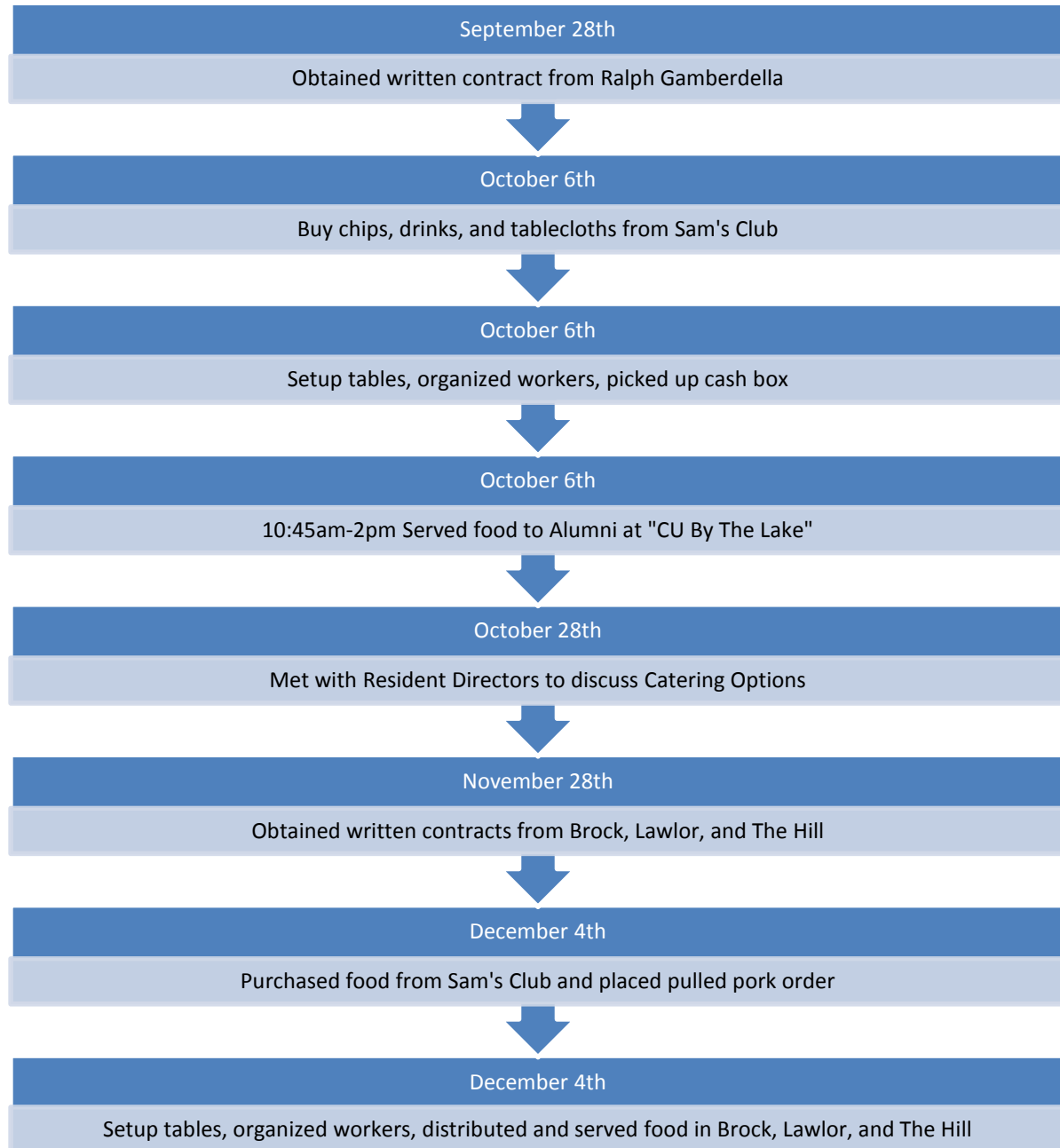
Excess inventory from Chow & Chill event

Spectrum Catering purchased 90 pounds of pulled pork for the Chow & Chill event and around 400 individual chip packages and soft drinks. After the event was finished there was 10 pounds of pulled pork left over. The Resident Director agreed to donate the leftover pulled pork to My Church in Springfield. My Church is the church and ministry that Spectrum Solutions chose to partner with over the course of the semester. They distributed the pork on Sunday where they do a weekly harvest meal to help feed those in need in Springfield.

New Products

After a successful experience catering during Homecoming, we desired to come up with a second product and serve the Cedarville community again. The new idea that we came up with was to provide a catering event that benefited students at Cedarville University as well as relieve stress for the Resident Directors. Every year each dorm puts on an all dorm party. This party usually consists of a cookout that is planned and put on by the Resident Directors and their Resident Assistants. The cookout is paid for out of the leftover dorm budget that varies in size from dorm to dorm. We pitched the idea of catering this year's event with food from Oinkadoodlemoo to five Resident Directors in three male dorms and two female dorms. Two of the male dorms, Brock and Lawlor, agreed to relatively large contracts that would serve food for all the students in the dorm. The Hill agreed to a smaller contract that was provided only for Resident Assistants. This was only 13 people as opposed to over 200 for the other dorms. We had also considered other ideas such as selling cinnamon rolls, baked goods, catering with Chick-Fil-A, and several others. We decided against this approach due to liability issues and lack of contacts and strong relationships with these companies or suppliers. Since we already had a positive relationship with Oinkadoodlemoo, we decided to contract with them again.

Timeline of Operations



Analysis & Signification Trends

Overall the operations and results went better than anything we expected. For both catering events we beat our projected revenue by several hundred dollars. We had a profit margin of around 48% which means that for every dollar we spent we made around one dollar and fifty cents. One of the trends that we saw from the Homecoming catering event was that students found the price of \$5 for a meal too high. Alumni that were there for the weekend did not seem to have an adverse position concerning the price of the meal. The next major trend that

was observed was that very few kid's meals were sold compared to what was expected. This is most likely due to the majority of returning Alumni that bought a meal being either young with very young children ages 3 and under or Alumni being older age 60 and up with no children. Another trend that we saw with customers is that when asked about the quality of the pulled pork most said it was of excellent quality. The Presidents of Spectrum Catering could not be happier with the results of the events and the positive feedback that was received.

Marketing Strategy

Target Market Description

Homecoming: The target market was Alumni of Cedarville University as well as current students of Cedarville University.

Resident Halls: The target market in this case was current students who were also residents of the respective dorms paying for catering.

The target market did not change from what Spectrum Catering expected them to be. The Resident halls target market was added in around Thanksgiving time after we had completed contracts with the Resident Directors, it was not part of the original loan proposal.

Pricing Strategy

Prices were determined using a break-even analysis and a general survey of the student population as a whole. Originally the loan committee advised us to raise our price from \$5 to \$6, but we decided against this due to concerns about how this would affect sales to students. Also \$5 was a competitive pricing option to our competition at Cedarville's Homecoming. The next most expensive priced food item, a gourmet grilled cheese sandwich, cost \$2. The prices for the catering events were determined using a modest profit percentage and by looking at the level of involvement Spectrum Catering would have at each event. Lawlor required the most food and involvement, thus their price of \$1150 was the highest. They wanted an event that included video and board games along with the meal. Brock required much less involvement and food than Lawlor, thus their price of \$700 was significantly lower. Finally the Hill had minimal involvement thus their price of \$120 was the lowest. We dropped off meals for 13 residence assistants.

Advertising Strategies

Posters: Yard signs were provided to Spectrum Catering from Oinkadoodlemoo at the Homecoming event. There were four of them and they were placed by our two sales tables. The yard signs were stuck in the ground and had the Oinkadoodlemoo restaurant sign on them. We do not believe that the signs had much of an impact upon how many sandwiches we sold, however they were helpful in promoting Oinkadoodlemoo, a relatively local BBQ chain, to Cedarville University's campus. No signs or posters were used during the Chill & Chow event.

Sales tables: Two sales tables were used during Homecoming in different locations at the CU by the Lake event. At these tables we collected money and served the OinkaDoodleMoo pulled pork sandwiches.

Website: Since the Spectrum Solutions website was not yet running, our event was mentioned on the Cedarville Homecoming web-page.

Social Media: We used Twitter, Facebook, and E-mail to get the word out about Spectrum Catering events. Social media was not very effective in spreading the word, but it was not necessary for us to be successful due to the nature of the event.

IT Strategy

We did not use any IT resources to sell or advertise our product. We did use E-mail to communicate with Oinkadoodlemoo, Alumni Relations, and the Resident Directors. E-mail was used to distribute a short statement describing the event to the Resident Dorms several days before the event and on the day of the event itself. A copy of the email can be seen below.

Don't forget! Brock's first annual "Chow 'n Chill" is **tomorrow, December 4th, 2012 between 5-7pm**, conveniently located in the Brock lounge! You won't want to miss out on **FREE** pulled pork meals. Need I say more? So come out tomorrow for Brock's end-of-the-year party!

Financial Statements

| Spectrum Catering | |
|--------------------------|-------------|
| Income Statement | |
| October - December, 2012 | |
| | |
| Revenues | |
| Cash sales | 3,586.00 |
| Cash sales of leftovers | 66.00 |
| Gross Profit | \$ 3,652.00 |
| Expenses | |
| Supplies | 521.71 |
| OinkADoodleMoo | 1,392.28 |
| Total Expenses | \$ 1,913.99 |
| Net Income | \$ 1,738.01 |

| Return on Loan | |
|-----------------------------|-------------|
| | |
| Loan Received | \$ 875.00 |
| | |
| Sales Income | \$ 3,652.00 |
| Total Expenses | \$ 1,913.99 |
| Net Income | \$ 1,738.01 |
| | |
| Return on Investment | 199% |



The Buzz

Product

The Buzz is the initial product launch for Cedarville Connect, a marketing and communication agency that exists to provide local businesses with an effective and unique outlet for directly reaching Cedarville University's student body, faculty, and staff with marketing messages. Our product is a professional and appealing booklet filled with advertisements and coupons from local businesses.

Operating Highlights

Each member of the team played a vital role from supplier relations, to marketing director, to finance and accounting. We communicated proficiently through email, group text messaging, and Google Docs. We also encouraged each other to keep each other motivated. In addition to working well within our SBU, we functioned well with the other SBUs in Spectrum Solutions. For example, we helped with the Falling Colors 5k by mixing paint and providing a variety of services the day of the race. We also partnered with the Marketing support group to more effectively spread awareness to students of The Buzz.

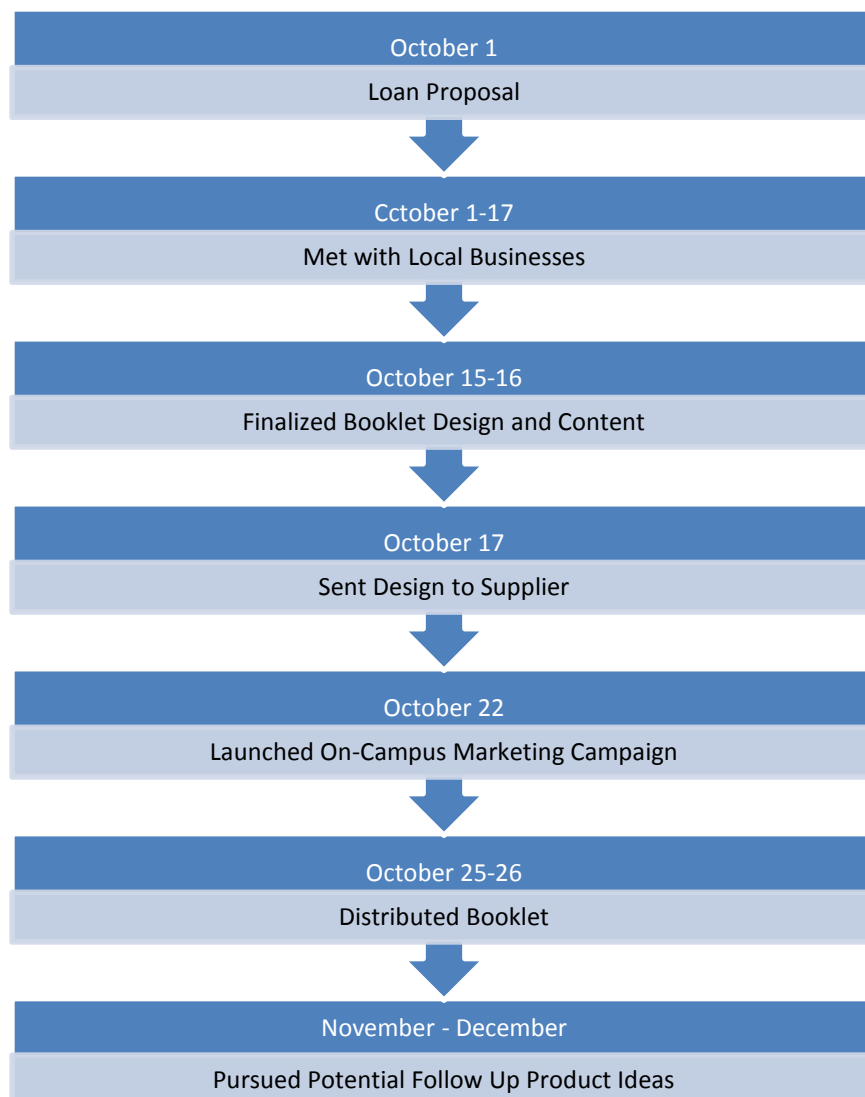
Cedarville Connect had the opportunity to work with many different businesses and we were able to effectively advertise their services and products to the Cedarville University population. We contracted advertising space with eight different businesses in the area: Bean's n' Cream, Cousin Vinny's Pizza, Digital Print Solutions, Lee's Famous Recipe Chicken, The Little Art Theatre, The Neapolitan, Mom and Dad's Dairy Bar and Rooster's Wings. One highlight was the deal we made with Digital Print Solutions to give them cover advertisement space in exchange for their print services. We also collaborated well with the businesses to assist them beyond our original purposes. One example of this was our extensive work with Beans-N-Cream. As part of our service we offered to help design ads for the business to be included in The Buzz. We outsourced the ad/coupon design to a graphic designer and collaborated with the owners to make the ad to communicate exactly what they wanted. Lastly, we followed up with the business to see if their ads and coupons were successful. The Neapolitan reported that their "buy one get one free" coupon was used by 74 people!

Operating Challenges

We had some challenges concerning The Buzz. However, we were able to overcome them and even use them to our benefit. We were not able to get as many businesses to pay for advertisement space as we expected. Instead of becoming discouraged, we were able to use the extra space to advertise the Events SBU's three events on the backs of the advertisement/coupon pages. Also, a couple of the advertisements were not the right dimensions and we had to work with outside graphic designers to help us shape the advertisements perfectly into the booklet.

Another challenge we faced was that the dimensions of the booklet were distorted when they were received from the supplier. We had specified in our contract the exact dimensions we wanted and they had agreed. Even though the end product was not as we desired, we were able to modify them to be more visually appealing. We decided to cut down the size of all the booklets using paper cutters to fit the originally desired dimensions. This actually made them look more appealing and more portable. The whole company came together and worked late at night to get all the booklets cut down to size. It was a great opportunity to build company pride as a whole, instead of just within our respective SBUs.

Timeline of Operations



New Products

Our SBU wanted to come up with a second product after our launch of the Buzz. We came up with several ideas including an iPhone case with a card holder, gloves used for mobile devices/tablets, a business geocache scavenger hunt, a miniature version of The Buzz, discount cards and “super saver cards” from the discount card.com, and attaining sponsors for the Falling Colors Run. We mutually decided on a scaled down version of the Buzz. Based on the success that we had with the first Buzz, we felt that this would be the best use of our time and resources as well as our previously established connections with local businesses. Many of the other ideas that we suggested had an aspect of risk associated with them, such as cost of goods sold for the iPhone case. The scaled down version of the Buzz did not have this risk associated with it because the businesses would pay us up front.

We ultimately decided on having a few business advertisements on a sheet of paper that would be perforated so that the coupons could be easily torn out. We had planned on distributing 3,500 through campus mail. Our SBU was able to get a good price from Digital Print Solutions on the product. However, all the businesses that we contacted about the second round of the Buzz either did not currently have the budget or were not able to design an ad or agree to our contract given the extremely short time period. For example, one extremely interested potential client located in Springfield wanted to do business with us, but not until next year. We worked extremely hard at reaching out to businesses and anticipated another round of the Buzz, but because of the short semester time frame, operations were not feasible.

Analysis & Significant Trends

In analyzing the creation and distribution of the Buzz, there were several parts that the team did well. The group moved quickly in getting the eight businesses signed on time. Also the group was proactive in contacting 48 different businesses in attempts to expand the Buzz. Good communication was present throughout the process, which allowed for quick reaction times when the unforeseen problems arose. These problems included cutting the booklet down to size, covering up an advertisement for a service that was no longer happening, and having the post office distribute it a day early. Good communication helped the group to quickly react and solve these problems.

The greatest area of struggle the group experienced was not allowing time to get more businesses signed. This caused several businesses to fall through in the last week while we had others that fell through because we could not get a hold of them. We have very little reason to believe that we could not have easily doubled our revenue given more time. It would have been much more beneficial to produce one product at the end of the year filled completely with coupons and advertisements from businesses. We also did not realize that most businesses wanted the cheapest option. Because of this, most businesses only bought interior quarter-page ads. We only had one cover ad and one half-page ads throughout the entire Buzz.

Restaurants were targeted heavily with the Buzz as we found they had the greatest desire to try and reach college students. They were mainly located in Cedarville within just a few miles of campus. The rest were spread out in a fifteen-mile radius of the University in Springfield, Xenia and Yellow Springs. There was also one business in the industry of entertainment that was located in Yellow Springs.

Marketing Strategy

Our target customers were local businesses, and we feel that they responded quite well to our product. We did not get as many businesses as we had originally projected, but the ones we did obtain saw the benefit of our product, and we were able to effectively communicate and work with them.

Advertising to the student body was a secondary focus, and our tactics for this changed. Upon further consideration, we determined that setting up a table and handing out business cards was not the most effective use of resources. Instead, we focused more of our efforts on making sure the product we were going to provide was one our clients would be proud of. Additionally, we switched from using chapel slides to getting a banner on the Cedarville student homepage. The marketing support team had a contact that allowed us to advertise directly on the homepage, which would get a lot more views than chapel slides. We determined that a lot of people are too late to chapel to even see the slides, and as we talked to people we discovered that most of them never paid attention to them. This led us to advertise on the homepage instead.

Target Market Description

Cedarville Connect had two primary markets. One of our markets was the businesses in Cedarville and the surrounding areas, including Xenia, Springfield, and Yellow Springs. We offered them competitively priced advertising in our booklet, "The Buzz." These businesses were our customers since they paid for the advertisement space. The second market was the Cedarville University students, faculty, and staff. These people were the consumers of our product since they used the coupons. We provided them with a free copy of The Buzz, which included information, advertisements, and coupons for local businesses. These markets did not change through the course of the semester.

Pricing Strategy

We settled on prices by researching the cost to advertise in Cedars, the Cedarville newspaper, and other comparable publications. Our prices remained unchanged throughout the course of the semester.

Advertising Strategies

Most of our resources went into promoting the booklet to our businesses. We spent a lot of time calling and visiting with business owners, and we also invested a lot of time in helping a few of them come up with ad designs. Although the pay-off was not very obvious to the student body, it was a very effective use of time and money. The businesses we obtained were satisfied with our work, and they saw positive results from their advertisements in The Buzz.

Our marketing strategies towards the student body shifted simply to a focus on word of mouth, partnerships with SGA like the website banner, and social media. Many of the students we talked with before the launch were familiar at least with the idea of The Buzz and we got very positive feedback. In addition, we utilized social media marketing by advertising on the Spectrum Solutions Facebook page. Because we were one of the first product launches, the Facebook page did not have as many followers as it did later in the semester. However, everyone worked really hard to get the word out, and in the end it was very effective. In addition, our online banner went up the week of the launch and it stayed up for several days after, which served as a very helpful reminder for people to use the coupons in The Buzz.

IT Strategy

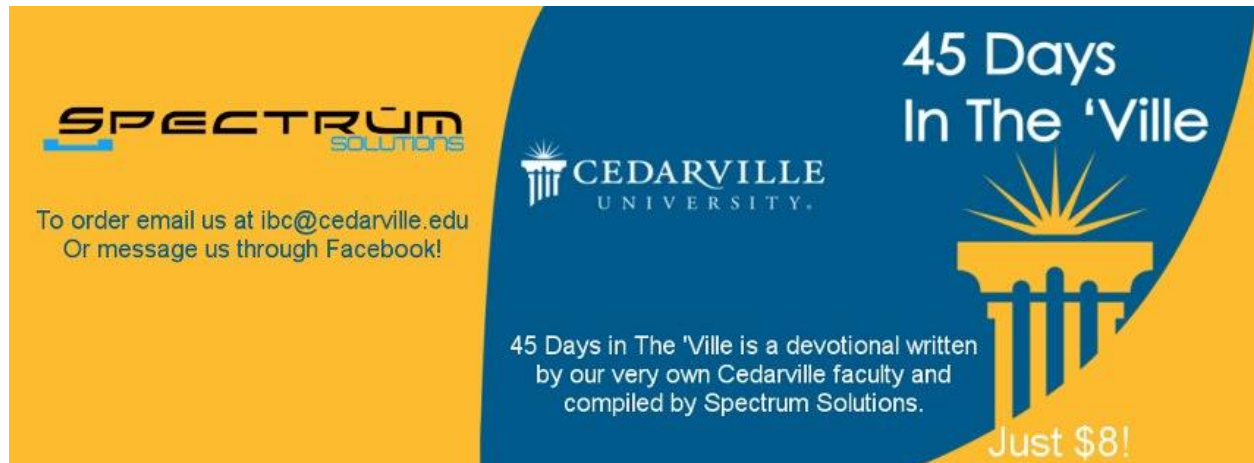
The Buzz' informational technology strategy entailed a simple page on Spectrum Solution's main webpage. The purpose of the page was to provide information about the product. This page was comprised of our mission statement, a picture, a description of the product, a list of the business partners, and information about our staff. The goal for the page was to help facilitate and encourage the use of The Buzz for students, faculty, and staff.

In addition to the company webpage, advertisements used to build awareness of the product were sent out through social media sites including Facebook, Twitter, and the Cedarville University Webpage. All these sites and advertisements were sent through Spectrum Solution's information technology team, which quickly and efficiently facilitated the process for The Buzz.

Financial Statements

| The Buzz | |
|--------------------------|------------------|
| Income Statement | |
| October - November, 2012 | |
| | |
| Revenues | |
| Sales | 990.00 |
| Gross Profit | \$ 990.00 |
| Expenses | |
| Advertising | 98.00 |
| Miscellaneous | 25.00 |
| Travel/Fuel | 10.00 |
| Total Expenses | \$ 133.00 |
| Net Income | \$ 857.00 |

| Return on Loan | |
|-----------------------------|-------------|
| | |
| Loan Received | \$ 250 |
| | |
| Revenue | \$ 990 |
| Total Income | \$ 1,240 |
| Total Expenses | \$ (133) |
| Loan Payback | \$ (250) |
| Net Income | \$ 857 |
| | |
| Return on Investment | 343% |



45 Days In The 'Ville

"45 Days In The 'Ville" contains 45 inspirational devotions written by faculty and staff members at Cedarville University, including well-known contributors such as Dr. Brown and Pastor Rohm.

Original Idea

We initially planned to develop two coffee pre-order services in addition to a dorm trash removal service and these were the ideas that were presented in the loan proposal. Unfortunately, the Cedarville University administration did not support any of these three concepts mainly due to budgeting and logistical concerns. This all happened very late in the semester, and for this reason, we were forced to develop a new concept with about a month and half until the operations of the company ended. The team worked hard and collaborated well to come up with fresh new ideas that would be feasible within the short time frame. After brainstorming several ideas and several late nights, we decided to begin concept testing once again; this time for the devotional book.

Change of Plans

Because all three original concepts this SBU presented were shut down in late October, Spectrum Solutions was forced to develop a new concept. After brainstorming, the SBU decided to test a concept regarding a devotional book specifically written by Cedarville University faculty and staff members. After surveying 70 students, the following results were found:

- 79% of students found the product very appealing
- 68% were very likely to purchase one copy of the book
- 47% were very likely to purchase more than one copy
- 74% were very likely to recommend the product

After these encouraging results, the SBU made the decision to pursue the devotional book concept. However, since it was already early November by this point, the SBU was forced to work very quickly in order to effectively gain writing contributors, compile, edit, print, and sell the books before the December 14 deadline.

Operating Highlights

The Services SBU created a 45-day devotional book written by Cedarville University faculty and staff which was entitled “45 Days in The “Ville”. Although we unable to start the Devotional Book concept until November, we were able to make a sizeable profit by the end of the semester. In fact, we were able to collect and organize all devotional submissions and send a finished product to be printed all within two days. Four days later, we received 250 printed books and began selling. Two days after receiving the books, the devotionals were all sold out, and we were driven to take preorders for another shipment of books in order to meet customer demand. Furthermore, our SBU was able to make our book available electronically via eBook, which is available for Kindle devices. An operating challenge concerning the e-book was working with the legal team in order to get the eBook online due to the complexity of the implications it wrought with posting a university product online.

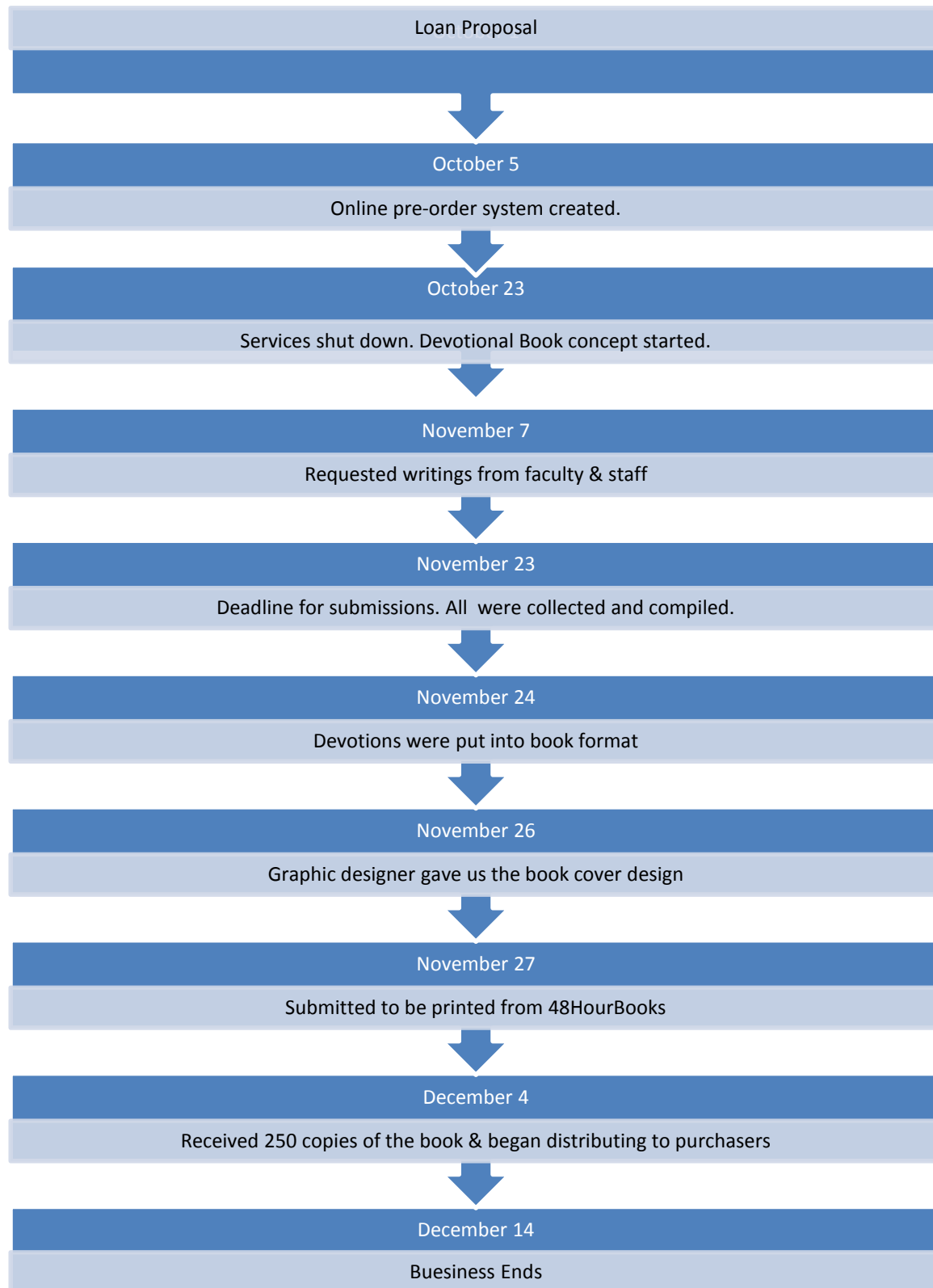
Analysis & Signification Trends

Overall, our SBU performed as expected, selling out of the 250 books we initially purchased. The book even generated enough interest to prompt a second order of 100 books. We believe a large portion of the sales interest was due to the oncoming Christmas season, inspiring students to purchase this book as a gift for friends or family. One goal within this SBU was to achieve a \$1000 profit by December 10. This goal was both met and exceeded.

IT Strategy

IT was used to advertise our product in regard to posting information on social media sites regarding the devotional book. Additionally, IT was used to format the book in a Word document and design a cover page for the book.

Timeline of Operations



Marketing Strategy

The devotional book was marketed through word of mouth, social media, campus-wide emails, and sales pitches. No costs were expended through all of our marketing efforts. Our target market responded well, leading to a very sizeable profit.

Target Market Description

Our target market is the Cedarville University family. The family consists of students, faculty, staff, and friends and family of Cedarville personnel. Specifically for the book, our main market was students and various on-campus departments. For the electronic copy of the book, we specifically targeted alumni and students' parents who are not regularly on campus, but still have a vested interest in what the Cedarville community is doing.

Pricing Strategy

We decided to price our devotional book at \$8 for several reasons. First, our cost per book worked out to be \$2.49, so we knew we had to charge \$2.50 or more in order to make a profit. Initially, we surveyed students during the concept test at a \$10 price point. The results from this test were very positive, but we felt that even more students (who are very mindful of their spending) would be willing to purchase the book at a lower price point. Then, to determine this lower price point, we looked into the psychology of pricing strategies. Our team determined that \$9 was a similar buying experience to paying \$10, but \$8 had a sizeable psychological difference. Now, when customers handed our team a \$10 bill for a book, they received \$2 back. We discovered that \$8 presented a much different buying mentality for potential customers. With the cost per book taken out, each \$8 book sale merited our SBU a profit of \$5.51.

Spectrum Solutions also made the book available for \$6 in certain select scenarios, especially for situations which involved bulk sales. Those who were offered this price point included the Cedarville University Bookstore, which committed to buying 50 books. We also sold devotionals in bulk to the School of Business and the St. Clair Hall Resident Assistants.

Advertising Strategies

Advertising for the devotional book was primarily conducted via word of mouth. With a limited quantity of books available, it was not difficult to generate the level of interest we required in order to sell our targeted number of sales.

Additionally, Spectrum Solutions sent out a mass email to the students of Cedarville University, encouraging over 3,000 potential customers to purchase books. A similar message was sent out on the Spectrum Solutions social media sites (Twitter and Facebook), which inspired followers to utilize our product for Christmas gifts for their friends and family. Marketing the product as a Christmas gift proved to be very profitable. Also, we advertised on the University Classifieds system as well as at another company event, The Rummage Sale.

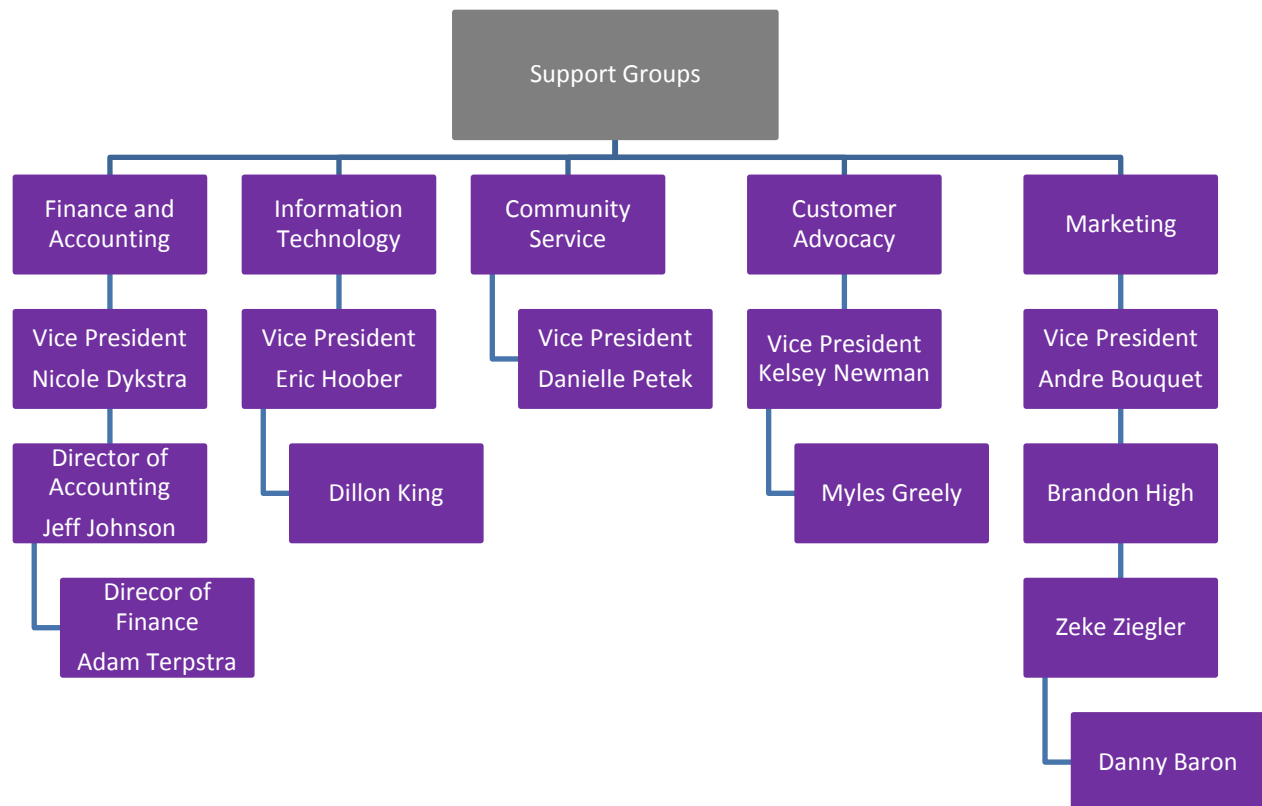
The Services SBU also went around campus to various departments, encouraging them to purchase copies of the book by pitching ideas on how their department could use our product.

Financial Statements

| Devotional Book | |
|--------------------------|-------------|
| Income Statement | |
| October - November, 2012 | |
| | |
| Revenues | |
| Sales | 1,842.00 |
| Sales Projected | 200.00 |
| less: cost of goods sold | 770.00 |
| Gross Profit | \$ 1,272.00 |
| Expenses | |
| Advertising | 0.00 |
| | |
| Total Expenses | \$ 0.00 |
| Net Income | \$ 1,272.00 |

| Return on Loan | |
|-----------------------------|--------------|
| | |
| Loan Received (Services) | \$ 125 |
| | |
| Sales Income | \$ 2,042 |
| COGS | \$ (770) |
| Loan Payback | \$ (175) |
| Net Income | \$ 1,272 |
| | |
| Return on Investment | 1018% |

Support Groups



Purpose

The support groups existed to work with the Small Business Units (SBUs) and support them in their business practices. Each support group was led by a Vice President and each communicated with each other and with the four SBUs to unite Spectrum Solutions as one company.

Financial Summary

Mission

The Finance and Accounting department of Spectrum Solutions existed to support each business unit by consolidating financial information across the company and overseeing financial procedures. We sought to provide accurate information to users in a manner that was both efficient and honest. To prevent unnecessary loss, theft, or inaccuracies, we set in place accounting controls that required attentiveness and responsibility from each individual involved. We were committed to integrity in our reporting and pursued excellence in each of our tasks.

Major Obstacles

One of the major obstacles that the Finance and Accounting team came across was communication with other SBU leaders in regard to handling financial transactions. Insufficient information, lack of receipts, unclear descriptions about purchases or sales, etc. were some things that created setbacks when trying to recording transactions accurately and timely. We did not clarify well from the beginning the exact procedure and steps for people to take when making a purchase or sale, which is our fault. Also, purchases made with the IBC credit card and inter-departmental charges on campus did not show up on the General Ledger for a few weeks to a month later, and this caused difficulties in reconciling QuickBooks to the GL. We were successful, however, in finding the differences between the two and accurately recording financial information into QuickBooks.

Financial Statements

Spectrum Solutions
Income Statement By Class
October 1 - December 7, 2012

| | A&G | Catering | Devo Book | Colors | t | The Buzz | TOTAL |
|----------------------|---------------------|--------------------|--------------------|--------------------|------------------|------------------|---------------------|
| Income | | | | | | | |
| Sales | 210.75 | 3,652.01 | 2,042.00 | 4,306.00 | 368.01 | 990.00 | 11,568.77 |
| Sales Tax | -442.84 | | | | | | -442.84 |
| Total Income | -\$ 232.09 | \$ 3,652.01 | \$ 2,042.00 | \$ 4,306.00 | \$ 368.01 | \$ 990.00 | \$ 11,125.93 |
| Cost of Goods Sold | | | \$ 769.67 | | | | \$ 769.67 |
| Gross Profit | -\$ 232.09 | \$ 3,652.01 | \$ 1,272.33 | \$ 4,306.00 | \$ 368.01 | \$ 990.00 | \$ 10,356.26 |
| Expenses | | | | | | | |
| Advertising | 50.00 | | | 401.00 | 49.10 | 98.49 | 598.59 |
| Bank & Cr Card Chgs | | | | 81.70 | 5.58 | | 87.28 |
| Loan Interest | 16.46 | | | | | | 16.46 |
| Miscellaneous | 160.00 | | | | 50.00 | 25.00 | 235.00 |
| Printing | 188.97 | | | | | | 188.97 |
| Supplies-Operating | | 1,914.98 | | 1,832.82 | 3.72 | | 3,751.52 |
| IBC Reserve | 578.44 | | | | | | 578.44 |
| Travel-Milge/Fd/Lodg | | | | | | 10.00 | 10.00 |
| Total Expenses | \$ 993.87 | \$ 1,914.98 | \$ 0.00 | \$ 2,315.52 | \$ 108.40 | \$ 133.49 | \$ 5,466.26 |
| Net Income | -\$ 1,225.96 | \$ 1,737.03 | \$ 1,272.33 | \$ 1,990.48 | \$ 259.61 | \$ 856.51 | \$ 4,890.00 |

Spectrum Solutions
Income Statement
October 1 - December 7, 2012

| | | |
|-----------------------|-----------|------------------|
| Income | | |
| Sales | | 11,568.77 |
| Sales Tax | | <u>-442.84</u> |
| Total Income | \$ | 11,125.93 |
| Cost of Goods Sold | | <u>769.67</u> |
| Gross Profit | \$ | 10,356.26 |
| Expenses | | |
| Advertising | | 598.59 |
| Bank & Cr Card Chgs | | 87.28 |
| Loan Interest | | 16.46 |
| Miscellaneous | | 235.00 |
| Printing | | 188.97 |
| Supplies-Operating | | 3,751.52 |
| IBC Reserve | | 578.44 |
| Travel-Milge/Fd/Lodg | | <u>10.00</u> |
| Total Expenses | \$ | 5,466.26 |
| Net Operating Income | \$ | 4,890.00 |
| Net Income | \$ | 4,890.00 |

Spectrum Solutions

Total Return on Loan

| | | |
|---------------------------------|----|----------------|
| Loan Received | \$ | 3,730 |
| Revenue (net of 6.5% sales tax) | \$ | 11,126 |
| Cost of Goods Sold | \$ | (770) |
| Expenses | \$ | <u>(5,466)</u> |
| Net Income | \$ | 4,890 |
| Return on Investment | | 131% |

Customer Service

Customer Surveys

The Customer Service division developed and sent out surveys after the Events SBU's two events as well as after the Catering SBU's work at homecoming. We communicated the information gained by these surveys with the relevant SBU leaders, as well as our faculty advisors. The surveys provided valuable feedback on what our customers' experience was like. The results are summarized and described below.

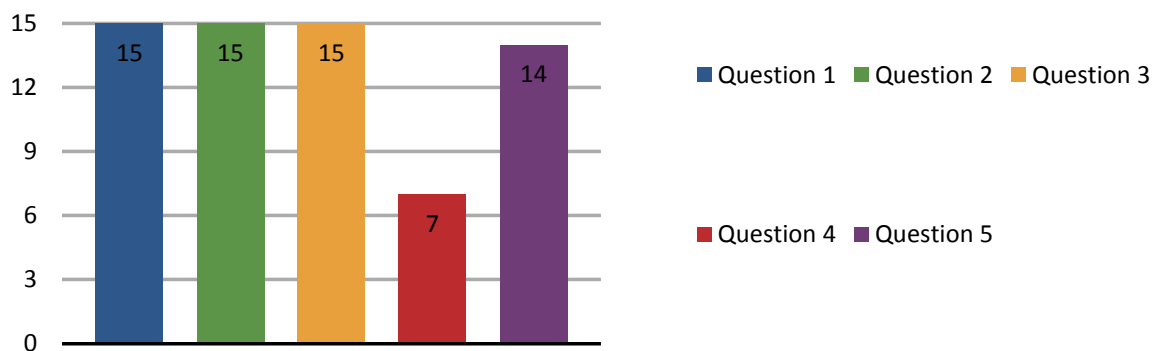
Survey Results

I. Smashfest

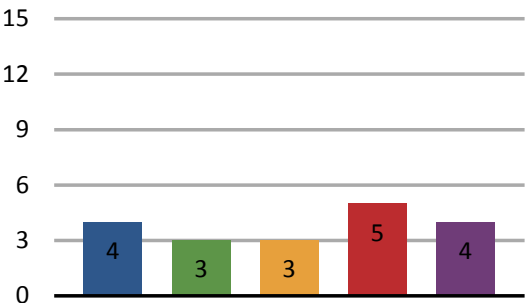
Survey Questions Asked and Averaged Responses:

| | | | | |
|---|--|---|--|--|
| Smashfest was a great opportunity to be with friends and do something we enjoy. | Smashfest was a fun way to spend my Saturday afternoon | Smashfest was a unique opportunity unlike others that exist on campus | The experience had at the event was more than worth the registration fee | I would be very interested in attending an event similar to this in the future |
| 4.8 | 4.7 | 4.7 | 4 | 4.7 |

Number of '5' Ratings (out of 18)

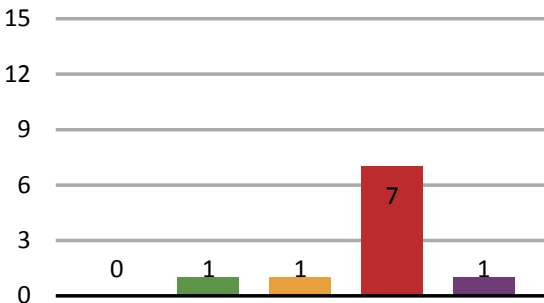


Number of '4' Ratings (out of 18)



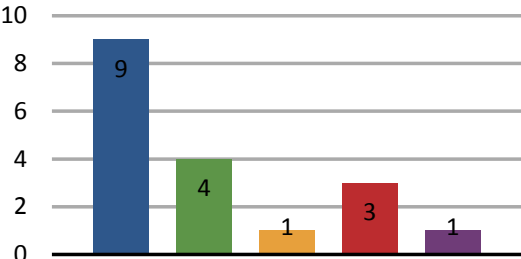
Question 1 Question 2 Question 3
Question 4 Question 5

Number of Ratings '3 or Below' (out of 18)



Question 1 Question 2 Question 3
Question 4 Question 5

Analysis of Feedback



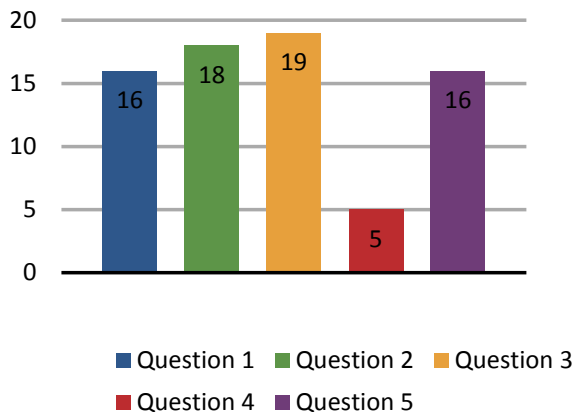
Organization
Different/Newer Games
Refreshments
Equipment Malfunction
More prizes

II. Falling Colors 5K

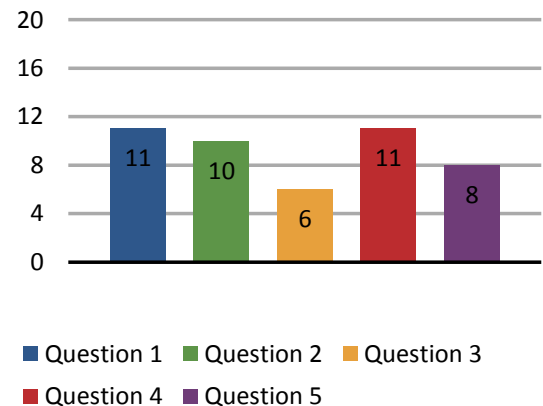
Survey Questions Asked and Averaged Responses:

| | | | | |
|---|---|--|---|---|
| The Falling Colors 5K was a great opportunity to be with friends and do something we enjoy. | The Falling Colors 5K was a fun way to spend my Saturday. | The Falling Colors 5K was a unique opportunity unlike others that exist on campus. | The experience I had at the event was more than worth the registration fee. | I would be very interested in attending an event similar to this in the future. |
| 4.5 | 4.6 | 4.6 | 3.6 | 4.4 |

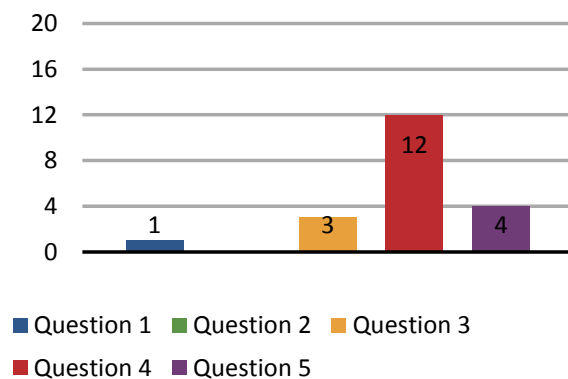
Number of '5' Ratings (out of 28)



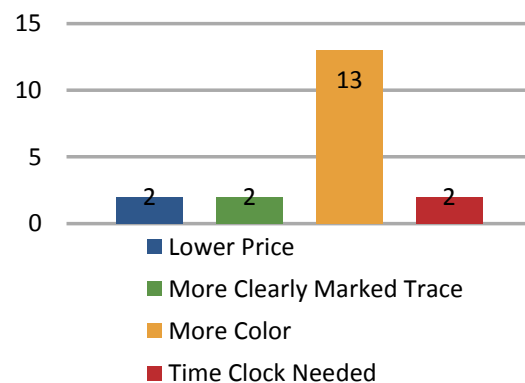
Number of '4' Ratings (out of 28)



Number of Ratings '3 or Below' (out of 28)



Analysis of Feedback

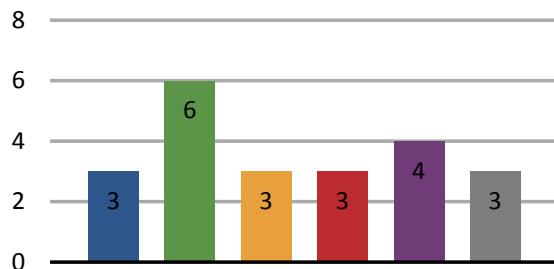


III. Oinkadoodlemoo Catering

Survey Questions Asked and Averaged Responses:

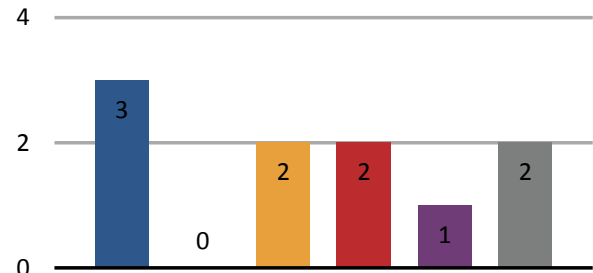
| | | | | | |
|------------------------------|------------------------------|----------------------------|-------------------------------------|---------------------------------------|--|
| The meal was served properly | The wait time was reasonable | The meal was fairly priced | The meal was the proper temperature | Overall, the meal met my expectations | If this service were offered again (for example, at the upcoming Lawlor-Hill football game), I would purchase it again |
| 4.5 | 5.0 | 4.2 | 4.3 | 4.5 | 4.2 |

Number of '5' Ratings (out of 6)



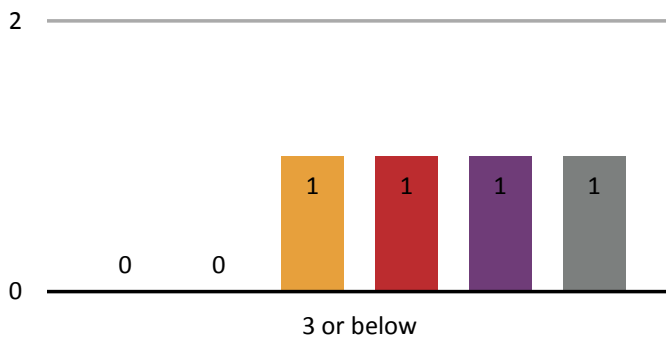
■ Question 1 ■ Question 2 ■ Question 3
 ■ Question 4 ■ Question 5 ■ Question 6

Number of '4' Ratings (out of 6)



■ Question 1 ■ Question 2 ■ Question 3
 ■ Question 4 ■ Question 5 ■ Question 6

Number of Ratings '3' or Below



■ Question 1 ■ Question 2 ■ Question 3
 ■ Question 4 ■ Question 5 ■ Question 6

Methods and Goals

Throughout the semester, the Customer Advocacy team sought to continuously advocate for the customer's best interest. We did this by sitting in on SBU meetings and communicating insight we gleaned from talking to potential customers about our products and thinking through SBU operations with the customers in mind. The largest challenge we faced was finding tangible ways to contribute to SBU activities in a meaningful way. Throughout the semester, the Customer Advocacy team remained flexible and willing to assist the SBUs in whatever capacity we were most needed. This approach enabled us to stay closely involved in the operations of the SBUs and help with customer service issues while also offering assistance in other areas of need.

Customer Satisfaction surveys were a large part of what we did this semester. Our hope is that the information in these surveys will provide relevant information beyond this semester, to future semesters of IBC students as well as potentially Student Life and other organizations on campus.

Marketing

Mission

The marketing team was created and designed in order to support each product SBU. We were designed to partner with each SBU and assist in the brainstorming and planning of a marketing strategy. The marketing team was intended to act and make decisions as the experts in marketing in the IBC. Marketing was supported (carried out) in many facets in order to penetrate the market from various sides and viewpoints.

Poster and Flyer Creation and Placement

Each of the posters and logos below were either designed or dispersed by the marketing team. In addition to these there are some designs not shown that the marketing team created to advertise the events and products that Spectrum Solutions offered.





In addition to designing, we also placed the posters, slides, and banners created to promote the products which the company offered. This included spreading posters throughout the campus as well as the surrounding communities. We also worked at getting web banners on to the company website as well as designated locations on the Cedarville University website. Another venue we used to advertise our products was having our events announced in campus chapel as well as inserting slides into the rotation for students to see in the time before and after chapel.

Sponsor Generation

When it came to sponsor generation, the marketing group didn't quite get the results we wanted or expected. Though there were some sponsors for the Falling Colors 5k, the bulk of the potential sponsors we contacted were not interested. We concluded that the most common reason for this was that the businesses could not be sure as to the effect and reach of the ads they would be purchasing. Now that IBC has a baseline from these events to work with, we believe that future IBC's will have a better opportunity to show businesses the success of Spectrum Solutions and will be able to use that to land more sponsors for their events.

Other Types of Promotion

The promotional video we made was for the Falling Colors 5k. This was an advertisement for the event with the story line of an individual being followed by people colored in paint and when he finally goes for a run they ambush him and coat him in paint. We showed this in chapel and got a very positive response. It seemed that people appreciated being able to see the 'paint' for the 5k in action and the video also showed how much fun it would be to not only be coated in it, but also to volunteer to throw paint at the runners. In both capacities we felt the video was very successful.

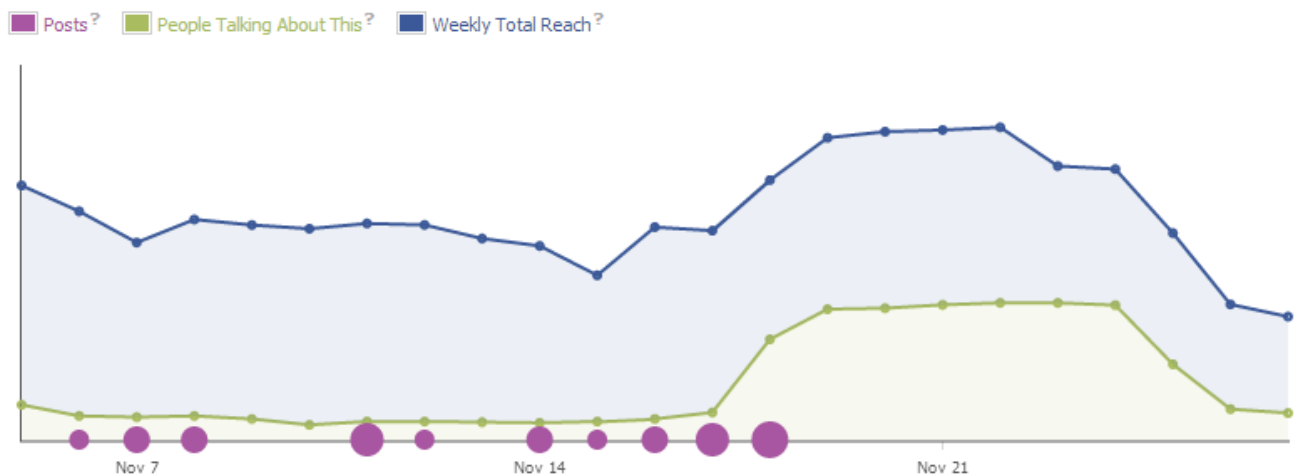
Social Media






Social Media was one of the best marketing tools we had at our disposal. We decided to employ the use of Facebook and Twitter as well as YouTube (Posting our video). These social media tools helped us to reach potential and current customers quickly, easily and effectively. Not only did they provide them with details about our events, but also with pictures and videos of the events and/or products.


Twitter: The account was only able to reach 33 followers over the course of the semester, but it was still effective by linking it with our Facebook account. We felt that this lack of followers via Twitter was because the limited amount of content that could be expressed through the site. If the company were to be maintained longer, we felt that the Twitter account would gain more popularity. This is because people would be familiar with Spectrum and would have knowledge of what the company does. Potential customer would then be more apt to desire instant updates on events and products.



Facebook: This account was able to reach 263 'likes' and at its peak reached 2,780 people with 310 people talking about the company. We felt that this was our most important social media outlet as we were able to not only announce our events and products, but also post pictures and videos about our events. This generated a lot of positive talk about the company and was a huge help as we promoted events and products throughout the semester. Below are the Facebook insights for the Spectrum page as well as a screen capture of the page heading.








Spectrum Solutions

263 likes · 42 talking about this · 0 were here


College/University

Spectrum Solutions is an IBC company that was created by students to provide Cedarville University and the surrounding areas with products, events, and services that


About




Photos



Likes



Map



Events

Information Technology

Successes

We successfully achieved our goal of developing a simple, professional website that effectively promotes our products and events. Our department had zero website development experience going into the semester, but after many hours of teaching ourselves web design and code, the website was up and running. All of Spectrum Solutions' events relied on our website for a place to market their events and a place for customers to register and pay online.

Challenges and Obstacles

- At first, we had no idea where to start
 - Solution: We met with previous VPs of Information Technology from past IBC companies to learn about FTP and WordPress.
- We had to wait for about 2 weeks until Cedarville's IT department gave us access to the server where we were planning to host our site.
 - Solution: We were given username and password after many emails and phone calls.
- We did not know how to install WordPress onto Cedarville's server.
 - Solution: We read a lot of tutorials, instructions, and forums on the internet, and we basically taught ourselves how to install it. We asked the IT department for MySQL access to install WordPress, and they gave us access.
- It was a challenge to develop the website from scratch using code and CSS.
 - Solution: We downloaded a drag and drop WordPress theme called Headway 3.0, which made it easier for us to develop a site with no code experience.
- We did not know how to add pictures and hyperlinks to our website.
 - Solution: Eric inspected existing websites to teach himself code on how to add pictures and hyperlinks.
- We spent a good amount of time developing a pre-order system for coffee, but then the company decided to eliminate the pre-order system right as we finished developing it.
- We also spent time creating a page for the Winter Basketball Classic, but the company decided to cancel the event after we created the page and registration.
- We developed a Google survey for the Homecoming SBU, and alumni trying to fill it out were not able to access the survey.
 - Solution: Discovered that there was a setting requiring people to have a Cedarville University email address to fill it out. Fixed it by disabling this setting.

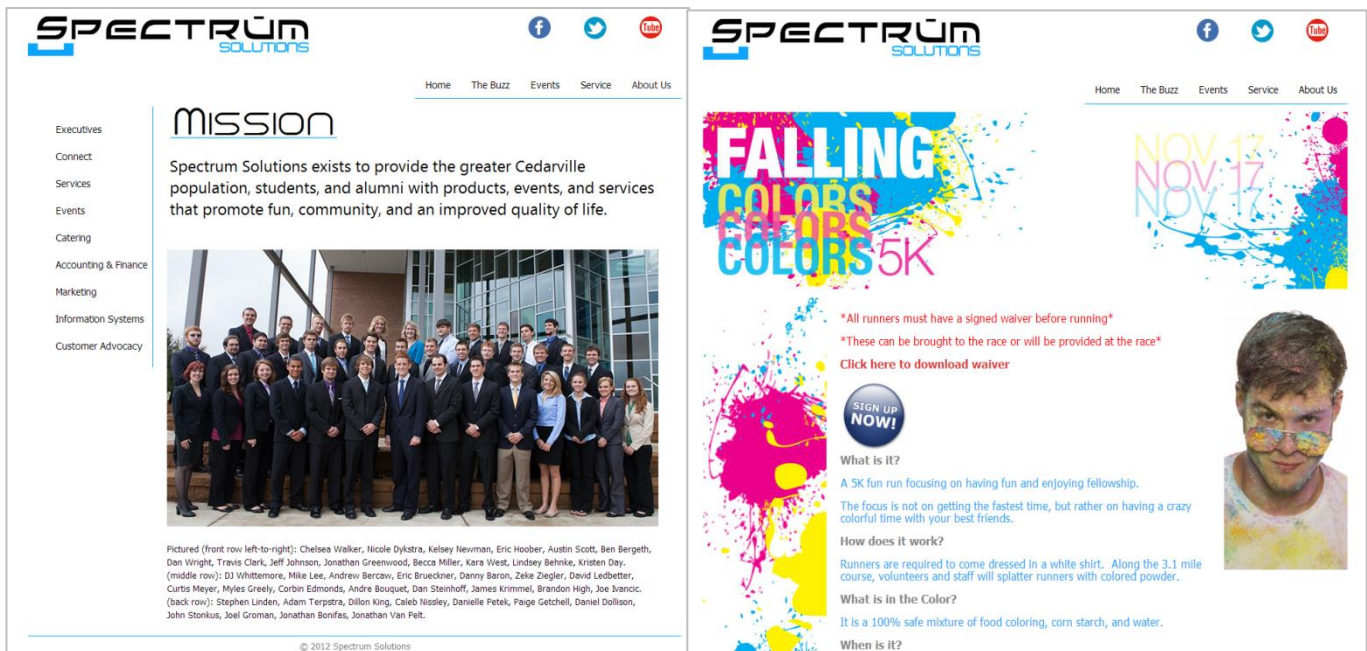
Modifications to Website

Throughout the semester, several changes needed to be made to keep the website up to date.

- The company decided to cancel the FIFA portion of Smashfest, so we had to take that information and registration off the website.
- The company decided to cancel the Winter Basketball Classic, so we had to take that information and registration off the website.
- We had to change the main banner on our homepage to whichever event we were trying to market next once an event was completed.
- In the week before the Falling Colors 5K, we had to increase the price by \$5 and add a downloadable waiver form for the run.

One mistake of ours was forgetting to install Google Analytics to track how many people visited our site along with demographics on these people.

Website Snapshots



Community Service

Changing Lives Now

When deciding which non-profit organization to support, Spectrum Solutions wanted to make a wise decision. We wanted to support a non-profit that needed both our financial support and our resource of time with each member giving ten hours of community service. We chose Changing Lives Now located in Springfield, OH which is a ministry started by the founders of My Church also located in Springfield. The mission of Changing Lives Now is as follows: "Changing Lives Now Ministries Discipleship exists for the purpose of training up men and women to be true followers of Christ who will radically transform the world they live in and reach a lost world with a message of hope and salvation." Spectrum Solutions helped My Church through painting, yard work, cooking, serving, and ministering. Under the leadership of Sim and Corina Bowen, we reached out and helped the Springfield community through their weekly programs such as Kids Club, Doors of Hope, Adopt a Block, and Harvest Meals. Our female company members also assisted with My Church's annual women's spa day.

Nehemiah Foundation

The Nehemiah Foundation is a non-profit foundation located in Springfield, OH that seeks to provide resources to other programs that provide physical and spiritual needs to children and families. At the beginning of the semester, we helped the Nehemiah Foundation move into their new office in the 616 Building. Then we went back several times and helped them with whatever they needed accomplished. We brainstormed with them, and helped them create a beautiful annual report to send out to all their donors. We also helped them with miscellaneous needs such as decorating, shredding, shopping, and volunteering at their phone-a-thon.

Company Participation

The members of Spectrum Solutions volunteered a total of approximately 458 hours. Our goal was 400 hours, but numerous members exceeded their ten hour requirement. One member even served over eighteen hours! Everyone had a beautiful attitude and was willing to give their time in bettering the Springfield community.

Profit Donation

All of Spectrum Solution's profits are going to My Church. This will help them with funding their homeless meals and funding the Changing Lives Now program. Every year they face expenses which they have no idea how to meet. However their faith in God and His wonderful provision always comes through for them. We believe that this year, Spectrum Solutions was placed in Changing Lives Now's path to be that provision. All of our work is going to help My Church build up the Springfield community and reach the lost with the hope of salvation.

