

Business Services Operations
Research Event

Beech High School DECA
Beech High School
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Hendersonville, TN 37075

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Table of Contents

I.	EXECUTIVE SUMMARY	1
II.	INTRODUCTION.....	2
	A. Description of the business or organization	2
	B. Description of the community (economic, geographic, demographic, socioeconomic factors)	3
III.	RESEARCH METHODS USED IN THE STUDY	4
	A. Rationale and description of research methodologies selected to conduct the research study	4
	B. Process of conducting the selected research method(s)	5
IV.	FINDING THE POTENTIAL STRATEGIES BASED ON THE RESEARCH PROCESS.....	6
	A. Description of the business's target market	6
	B. Description of the current promotional activities.....	8
	C. Effectiveness of the current promotional activities.....	10
	D. Conclusions based on the findings	10
V.	PROPOSED STRATEGIC PLAN	18
	A. Goals/objectives and rationale	18
	B. Proposed activities and timelines.....	19
	C. Proposed budget for the plan (identify costs associated to potential strategies, if applicable).....	22
	D. Proposed metrics to measure ROI, sales, customers, traffic, etc.....	23
VI.	BIBLIOGRAPHY.....	25
VII.	APPENDIX.....	26

I. EXECUTIVE SUMMARY

“The Humane Society of Sumner County (HSSC) is committed to finding responsible guardians for homeless animals, controlling pet overpopulation through our SANS (Spay and Neuter Sumner County) Campaign, collaborative efforts to end the euthanasia of adoptable animals, reunification of lost animals with their guardians, the promotion of humane education, and the compassionate treatment of all animals.”—The Humane Society of Sumner County

The Humane Society of Sumner County is a non-profit organization located in Hendersonville, Tennessee. HSSC has stayed successful for thirty years and is continuing to grow. In order to attract customers to the Humane Society’s social network sites, we developed a strategic plan to introduce, enhance, and promote new and existing social networking sites. Our first step was to conduct primary and secondary research using the Marketing Essentials textbook, the internet, and interviews with the manager, JeanMarie Koskey, and the president of the organization, Sandra Cherry, to gather information. To collect additional information, we also produced and distributed surveys for the customers at the Humane Society. Our plan consists of six goals that we implemented by scheduling six activities throughout the year that meet a realistic and affordable budget. The following is a list of our goals and activities:

GOALS:

1. Educate the board and employees about social networking
2. Enhance existing social network
3. Promote other social network sites they do not use
4. Increase website traffic by 50%
5. Incorporate schools into our target market in order to promote social activities.

ACTIVITIES:



Educational Social Networking Seminar



Meat and Greet



Get the Traffic Rollin’



Chat it up



Extra! Extra! Read all about it!



Game On

The goals and activities we developed will enable the Humane Society’s board members and employees to better understand the latest social networking sites and will also promote publicity for their website and additional used social network sites to increase website traffic. This will benefit HSSC by gaining awareness of the enhanced website and social network sites, which will result in new customers.

II. INTRODUCTION

A. Description of the Business or Organization

The Humane Society of Sumner County was first established in 1976. In hopes of being able to provide much needed shelter for animals, Dr. Graham, along with several others, decided to open and start this non-profit organization. The Humane Society is operated by a board and every year new members are selected. There have been two previous locations, but is now currently located in Hendersonville, TN off of New Shackle Island Road on Volunteer Drive.

The Humane Society stays well involved with the community by frequently holding fundraisers including: The Gala, Calendar Contest, Dining for Dogs, and Tuscan Nights. The annual Calendar Contest is one of their most popular fundraisers. Anyone wanting to participate sends in a \$10 entry fee making their pet's picture eligible for a spot on the calendar. The Humane Society of Sumner County is closed to the public Sunday-Tuesday but is open Wednesday and Thursday from 12 p.m. until 5 p.m., Friday from 11 a.m. until 5 p.m., and Saturday from 10 a.m. until 4 p.m. The Humane Society has five employees, including one full-time employee and four part-time employees. The employees work twenty-four hours a day, seven days a week.

This location provides many positive attributes. Sumner County is filled, with not only many animals, but with many friendly, animal loving people compared to our neighboring county, Macon County, who does not offer pet control or animal facilities. Their target market is not focused on a certain age or gender, but anyone who is looking for a pet. Before an animal leaves the facility, they will be both

spayed and neutered. The following is the HSSC mission statement: *The Humane Society of Sumner County (HSSC) is committed to finding responsible guardians for homeless animals, controlling pet overpopulation through our SANS (Spay and Neuter Sumner County) Campaign, collaborative efforts to end the euthanasia of adoptable animals, reunification of lost animals with their guardians, the promotion of humane education, and the compassionate treatment of all animals. The Humane Society of Sumner County is 100% fully dedicated to this mission.*

B. Description of the Community

A thirteen member board, consisting of the Mayor and Alderman, first incorporated Hendersonville in July of 1969 and officially began operation on August 1, 1969. With the completion of the Old Hickory Dam, the city of Hendersonville started to grow into the most populace city of Sumner County. Hendersonville is located 18 miles northeast of downtown Nashville. This area is one of the fastest growing communities in Tennessee with approximately 32 square miles of land and 26 miles of shoreline on Old Hickory Lake. In 2009, Family Circle Magazine declared Hendersonville as one of the top ten best cities for families. Since 2000, the city has experienced a 19% population increase from 40,620 to 48,332. For every 100 females there are 94.9 males and for every 100 females age 18 and over, there are 90.3 males. The following are percentages given for each age range in Hendersonville:

- Under 18 – 25.8%
- 18 to 24 – 7.8%
- 25 to 44 – 31.5%