

## Overview of the Team

a.) Structure:

**Sarah Blanco:** *Energizer*



*Energizer*= someone who imparts energy and vitality and spirit to other people.

Sarah is a 15 year old sophomore, as an energizer she brings the motivation into our group to stay dedicated and continuously stay on top of what each of us need to do. We will encounter many obstacles in our project and Sarah will be the mediator in the process of executing this project making sure that we stay on the positive side of our task and never give up on our project or on each other.

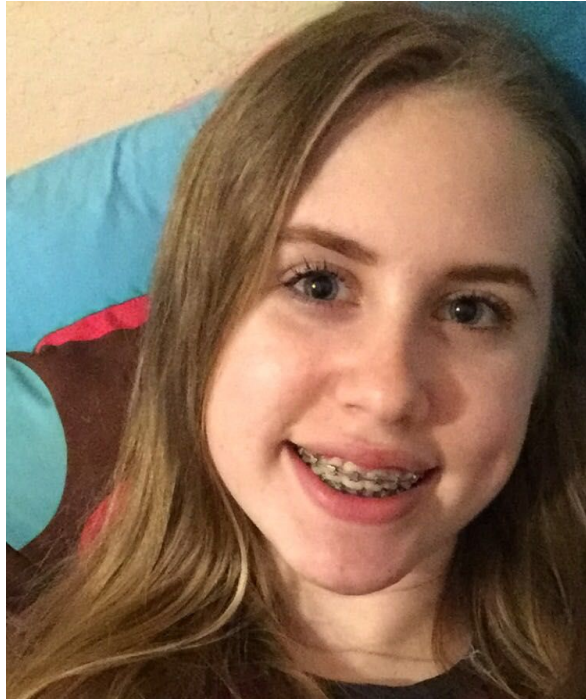
Juliana Fuller: *Analyzer*



*Analyzer*= An analyser or analyzer (see spelling differences) is a person or device that analyses given data. It examines in detail the structure of the given data and tries to find patterns and relationships between parts of the data.

Juliana is a 15 year old sophomore, as an analyzer she meticulously checks all the work that has been done to make sure if any corrections are necessary and the context is in place. She is the quiet one in our group but definitely shares her opinion when it needs to be shared.

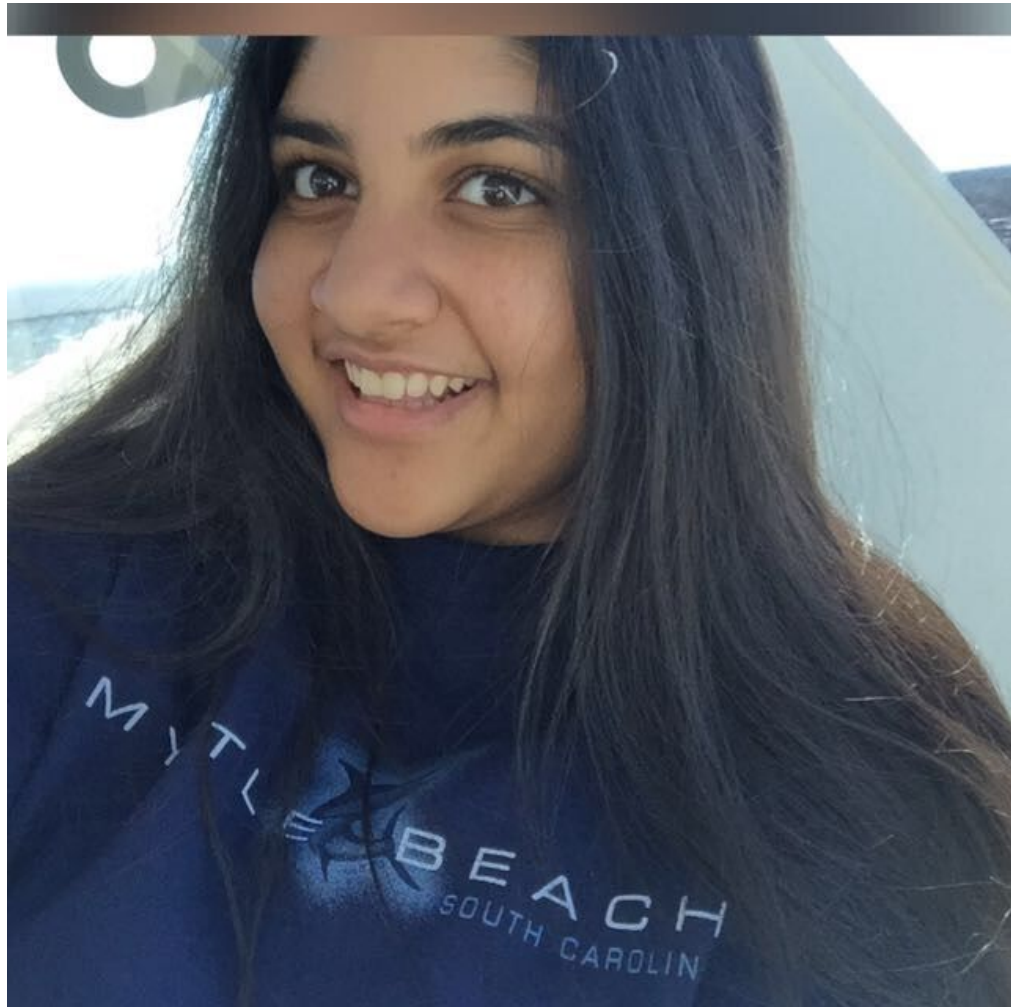
Alexandra Flechner: *Analyzer*



*Analyzer*= An analyser or analyzer (see spelling differences) is a person or device that analyses given data. It examines in detail the structure of the given data and tries to find patterns and relationships between parts of the data.

Lexi is a 15 year old Sophomore, as an analyzer she conveys the project management aspect of executing the schedule. She has a bubbly personality so it is great to have her on the project since she has a balance of when to be serious and focused than constantly talking. She is going to be working hand and hand with the owner of Twin Peaks since that is her own dad which benefits the execution of our project a few bonus points.

Sneha Alluru: *Driver*



*Driver*= "a person who drives the vehicle" ; a more figurative meaning would be the person who takes lead or charge.

Sneha is a 15 year old sophomore, as a driver she leads the group into our first steps of every move so that we can have a strong figure guiding us in the right direction. Sneha steps up when she needs to and brings most of the big ideas to the table. Communication is essential when you are the driver, in any position, so that there are no debacles through any process as we reach the date of the execution.



Bianca Musetti : *Caretaker*



*Caretaker*: “a person employed to look after a public building or a house in the owner's absence.” In this case, being the caretaker replaces a “public building” with our project. The only difference is that throughout the planning and execution of this travel project, I will be the neutral one in each discussion with more of a sensitive perspective in every situation.

I am a 16 year old Junior, As a caretaker I make sure that in every obstacle we encounter, a positive attitude is always portrayed. Being assigned the execution of a project from scratch is a difficult task which makes it of great importance that there is a civil atmosphere within our group so that we can smoothly making important and minor decisions together.

b.) Roles and Responsibilities:

**Sneha Alluru- Scheduling everything with Guest speaker**

Scheduling with Guest speaker: Working with guest speaker is a huge task to fulfill because you are forming a relationship with someone who is volunteering his or her time for an event. Sneha's responsibility was to communicate via email with the 5 different guest speakers from the 5 different categories: Entrepreneurship, Management, Bookkeeping, Construction, and Customer Service. These 5 different professions are important connections to have in almost every business or travel related project. This means that Sneha has to make sure to use the proper word choice in writing emails, speaking eloquent over the phone when she speaks to them, and to prepare them efficiently for what topic they need to cover when they speak to students.

**Juliana Fuller- Health and Security / Transportation**

Health and Security: Liability can be one of the biggest problems if we do not take the responsible measures to prevent any bumps on the road. If our goal is to gather 50 students into a facility and serve them the food, we can encounter problems from food poisoning to someone sneaking on the field trip who did not pay. Juliana will be responsible in making waiver forms letting each student know what their responsibilities are. She is also in charge of making sure that on day of execution only the 50 people who turned in their field trip forms go.

Transportation: Juliana in charge of finding a bus company with a bus big enough for 50 people and have the date of our project open.

### **Bianca Musetti- Financial Plan**

Financial Plan: Their needs to be an organized manner or method in organizing all aspects of spending and receiving money while not surpassing our budget. Setting a price for the overall trip needs to be calculated so that it is a fair trip for what the students are paying for. Promotional plans includes flyers, banners, and lunch activities that include giving out chocolate which all has to be added to the financial plan. The bus company has a set price for renting the bus out for a minimum of 5 hours which also has to be added onto the plan. There are multiple things that need to be properly added or subtracted as we continue making decisions throughout the planning process of this trip.

### **Lexi Flechner- Schedule**

Schedule: Every hour of execution day there will be something going on. In order for the group, students, and guest speakers to all be aware of what is going on, it is essential for there to be a descriptive schedule with correct times and activity. The 50 students will be divided into 4 different sections which means that the time of alternation needs to be as clear as possible so the shifts of stations can run as smoothly as possible. Since the 4 different groups will be color coded, on the schedule it will say the time, color, and station so we can easily point out who is where listening to which guest speaker at this certain time. Having this schedule will allow us to have eyes everywhere and maintain an orderly fashion so we do not run into any conflicts.

### **Sarah Blanco- Promotion**

Promotion: A great project is not a great project without an audience to judge how great the project is. Which means we need to have an “audience” or in other words, people who are interested in learning about 5 different aspects of the travel business industry. In order to do this, Sarah needs to come up with multiple activities or promotional plans to attract students into this field trip that we want to host. Flyers, Banners, and Lunch activities are all things that we need to take count in. The designs of the flyers and banners need to be made, In addition to a plan for what to do as an activity during lunch to ask us more about Twin Peaks.

*All of these jobs are varied to change however are necessary to maintain ourselves organized as a group.*

### **Evidence of Team Working**

a.) Records of Meetings Logs, Photographs, and Witness Statements



## b.) Example of Effectively and Sympathetically of a Complex Issue

### i. Complex Issue summary

When the project of hosting a conference at Twin Peaks came to mind, I did not really see any issues that could possibly come up in which we could not handle. However, one problem did and the problem was me. I found myself not being committed or contributing as much as I could have. From everyone being stressed about their roles and responsibilities, I found myself laid back and not thinking too much of it. This was portraying a delay into the group's time schedule of when we needed to get our task accomplished. It lead the group to have multiple meetings without me until the group called me into a meeting at 7 pm on a Friday night. When I had walked in, everyone was in serious mode ready to scratch me off of the list

under “Overview of Team.” This is was my WAKE UP CALL. Each of my team members explained why they has called me into this unplanned meeting, well planned for them. Sarah shrugged in her seat not wanting to go first I assumed right when Sneha spoke up and begun, “Bianca, you really need to step up your game. You have done nothing efficient so far and you are not prioritizing this project like the rest of us! We have come a long way but we are not afraid to kick you off the team if you are going to be a liability for us.” At this moment, I realized this was a huge learning experience for me. This section was called, Constructive Criticism. The rest of the girls agreed with what Sneha had stated and I was honestly on the verge of breaking down crying knowing that I really *did* need to step it up. This was my first major and complex Issue I had working on the Twin Peaks Project and I knew exactly what I needed to do to fix it. I proposed having a meeting the following day to catch me up and placed my involvement right where it needed to be from the beginning. So, we had the meeting and I did step up and worked harder than ever to support my team as much as I could, as well as doing my part in contributing what I could to make this the best recovery for me and the best execution for my project that I could.

## ii. Verbal Communication

I think that communication is key to executing a successful project. Throughout thinking of all our feasibility studies we need to express our opinion on how we feel about each and every project. This is important so we can discuss what we can

contribute to each project and which project would be the best one that works for everyone. However, in a more important note verbal communication was the key to solving the issue of me not working hard enough. The group spoke amongst themselves to make this meeting happen. When it finally occurred, The girls stepped up and were very blunt with me about how they felt. They expressed how they have worked with me in other projects so they knew this was not my fullest potential. Then, they stated the truth of how they did not want me on the team which was so shocking for me. Which continued into a speech of what was expected of me if they were to allow me to stay in the group. Using verbal communication taught me that you simply need to order a meeting as discuss the truth behind what each person feels and expects in a group and what can be done to fix any problems or concerns in my opinion.

### iii. Nonverbal communication

As previously stated in the section of Verbal Communication, I was shocked when my group had organized a meeting to “bash” me on how poorly I was involved in this project. I think I did not do enough as they stated in the meeting, however, not once did anyone say how I needed to step up my game or that they think I could do more. I am just like any other involved high school student, caught up in club obligations, working, and AP/AICE classes, being honest, I did not realize that I was not doing enough and due to a lack of communication it lead to a meeting that could have been prevented in the first place. In this case, there was no non-verbal

communication at this point until after I received my “Wake up call.” The team started looking at each other when I was working on all my task. I realized the gestures and the facial expressions were a form of nonverbal communication expressing that i was doing much better and being helpful for this project.

#### iv. Listening

Listening is an important factor in everything you do, not only this project. By listening to what each person is saying to you, you give them an open mind and open ears so that you can deeply understand what they are trying to say and give them good feedback. It is very important that if you are a talker, you know when to step down and listen to those who have ideas around you. To be a great leader, you need to know when to take a step down. Pertaining to this complex Issue, listening was a major aspect of receiving constructive criticism. I personally struggle with listening to criticism in general however, this AICE Travel Project has allowed me to understand that business is just business and I do not need to perceive everything said to me in such a personal manner. Now, I am able to listen to everyone’s opinion or comment about a task that I completed or an Idea I proposed very well.

#### v. Questioning

Asking questions is something we cannot be afraid of. The more questions we ask the more answers we get. Which actually means the more problems we can avoid. Being comfortable with this step is very important so that you do not hesitate on missing anything that can be a potential aspect to your project. Before being called into the meeting that was intended for me, I should have made it my obligation to question if there was anything I was not doing correctly in the Twin Peaks project or even question if there was more that I can do. If I would have encountered this step properly, it could have been my chance to realize that I needed to accomplish being more engaged within my group and it really could have avoided the issue that we encountered. I really learned to question many things from my performance expectations to how many ways I can solve a task.

#### vi. Manners

When trying to reach out to people from a company or someone who is in your need, manners is a major aspect into knowing how to communicate. We are the ones who need their services. This case contains manners within my own group. It is of high importance we respect each other's opinions and we can appropriately resolve any issues in a civil manner which in my opinion we our group mastered using our manners when not only working with other people but discussing our main issues. Sometimes, it may not seem as if we have manners when we are hearing things we do not like to hear, in my case, my group telling me how poorly I was doing but at

the end of the day, they all used their manners, included me as I listened patiently for everyone to express what they wanted to say.

#### vii. Problem Solving

In every project obstacles will be encountered. It is our job as a group to use our problem solving skills. This is where our individual thoughts and mindsets come into play. For example, when we were beginning our paper 2, we did not know how to get ourselves organized enough to go and approve our project by our advisors. As a group, we decided getting a binder and an outline are all the things we need that are essential to getting our project approved. In relating to the main complex issue, I needed to problem solve on the ways to make time to prioritize the Twin Peaks project and find solutions to prove that I deserved to be on this team just like anyone else. Problem solving is not always easy and sometimes it's nearly almost impossible to find the answers to the solution, however, working thoroughly together it is more reasonable to be able to combine two minds in one and find a way to critically think.

#### viii. Social Awareness

Social consciousness, or social awareness, is defined as consciousness shared by individuals within a society. It essentially means to be conscious or aware of the problems within a society or community according to the dictionary. Social awareness is something that should be applied not only in our project but in



everyday life. We need to be aware of the social aspects of getting people to come to this field trip that we are providing. If we know that a certain age group would prefer one project idea over another, It is more reasonable that we change our project. Being aware of our surroundings on our peers interest will help us execute the best project we can since we are aware on what people like. In my group, I obviously was not aware of my absence in participating in the brainstorming aspects to the held meetings until i stepped up was completely aware of the hundreds of things going on at once only in our little bubble of Twin Peaks.

#### ix. Self-Management

Since this project is very time consuming, time management is so important so we can be able to get things done by a certain due date. If we continue to make goals of when we are going to finish a certain assignment, eventually it will all add up and come into play of benefiting us. In our project we had to change the day of our execution day twice because once, the project approval was not filled out on time and the second time, there were no advisors who would have been present which means we would not be able to leave school grounds with permission. If we would have managed to get the approvals done a week ahead of the field trip day then we would have not encountered an issue like this especially when our own advisor, Mr. Hosier, prepared us very well and repeated himself multiple times that we needed to complete this task which had a time limit in order to follow through, as well as the second time where he told us in advance that no advisors would be here on that

certain day. Since we did not manage our timing correctly on when to meet with him to discuss a few minor issues, it caused the minor issues to be major issues. Even though we struggled through this short period of time, our self managing skills improved tremendously leading us to pick a final date for execution with the project approval done and advisors on board.

#### x. Responsibility and Accountability

From the first moment we began this project, we took the initiative in assigning roles and responsibilities. This implied being accountable for all that we do which can mean either owning up to a mistake or having to rearrange one's plans because of a situation occurring under your role. There are 5 members in our group and we are each responsible for one aspect in the project that we are held accountable for.

I, *Bianca Musetti*, am in charge of the financial budget within the project. This includes any decisions that are made relating to money. For example, the bus company we chose, Classic Bus Line, has a minimum requirement of 50 people in the bus which ends up costing our group 550 dollars but we will have the bus for more than 5 hours. Compared to other companies, this was a reasonable price that they were asking for. Each person coming to the field trip would pay 11 dollars for the bus which is not pricy at all. In addition, we decided we needed to bring something to the table for the students who wanted to come onto the this field trip and with the guidance of our advisors, he encouraged us that T-shirts were an excellent idea. Although, some of us were a little hesitant about doing the t-shirts we

concluded that it would be for the best especially that it was motivated by our advisors. Therefore, we looked up different T-Shirt companies and found one called "Custom Ink." This company had great reviews and was liable to work with. We placed in our order of 50 shirts divided in four different colors which came out to be another 500 dollars, which for the students would only be an extra 10 dollar each. Then we talked to the owner of Twin Peaks if we would be able to provide a lunch included but it would only be fair if we raised up the price. We came to a decision of buying 50 people worth of food for another 500 dollars which raised it to 10 more dollars for the students, now being 30 dollars in total. As I was summing up all the calculations, there were still a few more budget issues that came along such as needing money for incentives and the gifts for the guest speakers. With this information, It would only be fair to raise the price to a total of 40 dollars for the entire conference with a lunch and t-shirt included. I would be the one accountable and responsible for all the decisions made in the management of the money.

*Sarah Blanco* is in charge of promotion which means she is going to be held accountable for making sure that we have enough people to come on this field trip. This is a major job in this project because it is necessary to find as many ways possible for people to be fully aware and invested in wanted to come to a Once in a Lifetime, Behind the Scenes Field Trip opportunity. She designed the flyers with the help of our advisor however, had to change the date after printing a thousand copies since the date had changed a week after. She came up with a great activity during

lunch so that people would be able to ask about our project. The objective of the game was to throw a plastic ball into a “dart board” so that it can touch either the 3 point line, the 2 point line, or the 1 point line. The points mean you get that number of tries to answer a trivia question to get a chocolate. This was a success as many people wanted to win a chocolate and we had the opportunity to explain how they can learn about entrepreneurship, management, bookkeeping, construction, and customer service at a great restaurant with a T-shirt and Lunch included as well as the fact that they could bring their friends! Doesn't that sound like promotion. We did wish more people participated because a lot of students who came to play the game were not that interested and were only there for the chocolate. Sarah was held accountable for coming up with a different way to convince people on why they should come on our trip.

*Lexi* is in charge of speaking directly to the manager of Twin Peaks and coordinating all the stations from the colors to the time in each station to what station switches with what. Having every detail planned out is essentially very important so that we can execute a project as efficient as possible. When someone has any question ranging from a simple, “Where is the bathroom?” to “Who do I ask about Management?” We can provide all the answers with 100 percent of confidence. *Lexi* is accountable for making sure that all the students are categorized into one certain color group (Red, Green, Grey, and White) and that they are aware of what color it is. This could be taken care of with a list of names under a color to any other way *Lexi* would prefer because this is what she is responsible for. As well as the calculations

of how long the guest speakers have to cover all they need to talk about in a certain time. The process of scheduling all of this information is crucially important because it needs to be provided for advisors, students, guest speakers, the school board, and the owner of Twin Peaks.

*Juliana* is in charge of transportation. Making sure that the bus driver is paid is part of communicating with the person who is in charge of the project's budget. Juliana is accountable for being able to communicate clearly with the company Classic Bus Lines and making sure that they are aware of the date, time, and the date changes in our project. Juliana needs to maintain her responsibility to making sure that the information goes from the group to the advisor to the company via email so that we can have a hard copy or in other words "proof" and "evidence" of any changes or anything said amongst the two ends of the street, Juliana and the company.

*Sneha* is accountable for collaborating with the five guest speakers and all the topic questions that they need to cover. In order for her to do this she needed to come up with an organized manner to inform the guest speakers what questions they need to answer. So she did, she divided the five different professions; General Manager, Owners, Waitress, Bookkeeping, and Construction. If you look under IV. Evidence of Team Working part A ( Records of Meeting, Logs, Photographs, and Witness Statement) you will find what questions she choose to ask for which category.

#### xi. Assertiveness

Assertiveness is the quality of being self-assured and confident without being aggressive. In the field of psychology and psychotherapy, it is a learnable skill and mode of communication according to the online dictionary. In this group, there were times where we all had different opinions and we needed to make sure that we respect each other enough to listen to the other person when they wanted to stand up to their opinion. Even though we all needed to pick one idea that we could all work on, there were minor details that needed to be taken care of which could have been handled in multiple different ways. This is where assertiveness comes into play.

### **Feasibility Studies**

#### a.) Feasibility Study of Selected Event

##### i. Simple Concept Plan

Our plan for the selected event is to host a conference at the restaurant of Twin Peaks to learn and educate DECA students on the principles of the travel business industry. We would like to have multiple sections with a speaker in each section talking about what their speciality is. Each section would and can last from 20 to 30 minutes along with an intro in beginning introduces all the speakers. Our mission in



this field trip is to engaged Cypress Bay High School DECA students in their potential studies.

#### ii. Potential Customers

All DECA students who are interested in learning what it takes and what you have to study or do to run a successful restaurant. There are long processes that you have to go through to reach where a successful businessman is now. What better way is there to reach out to students who want to be involved in this .

#### iii. Needs/Wants of Customer

What the “customers,” more like the students, want is to learn the background of everyone in the travel business industry and what they had to do to get there.

#### iv. Resource Needs

We need transportation, communication with the people who work at Twin Peaks, and organization on how we are going to execute this project.

#### v. SWOT Analysis

S: We have the ability to provide multiple different perspectives of the business industry to students who would like to pursue business as a career.

W- It is a little pricy to take 50 students to restaurant and provide food for them.

Also We have a shortage of time to promote.

O- We have multiple opportunities to form networking skills and connections with this business partners from the restaurant, we also get the experience in being able to organize such an event.

T-We can encounter many issues throughout the planning of this event such as shortage of timing for promotion and figuring out the correct pricing that we are going to charge the students who want to participate.

#### extra: SWOT Analysis 2

S- Through Lexi we have a connection that will really help us execute this project accordingly. Lexi's dad is the owner of Twin Peaks and that is used as one of our strengths.

W- It takes a lot of work to pull through also we have a limited amount of time to promote so we may have a shortage of students participating.

O-The opportunity that we have in executing this project is being able to learn from it. Not only what the business industry is about. Yet, the full on experience in being able to say, yes I planned this.

T-The threat we are having right now is time. We need to send out our promotional flyers and talk with the DLC's.

#### vi. Risk Assessment

The risk factor is always something we need to be aware of. Some risk we are taking within our project is not providing t-shirts, this is a risk because the students are paying a certain amount of money with expectations.

#### vii. Potential Barriers

A barrier we encountered was the scheduling process because we needed something that was flexible with everyone including our group, our advisors, and the businessman at the restaurant. This could take us a long process to figure out. Another potential barrier is figuring out if t-shirts is the best options for our group. The reason why It could be a barrier is because there is a possibility the shirts do not come in enough time plus t-shirt sizes are a long process to obtain.

#### viii. Sources of Research

We had to do a background check on the classic busline to make sure that this company is approved by the school and that our advisor is okay with using this type of transportation.

#### ix. Analysis of Research

We all searched up different companies and methods of transportation so that we can pick an option that is feasible for everyone.

#### x. Individual contributions

I called the bus company when there was a necessity of a clarification because of the school board project approval had a different date and price than what the company told us over the phone.

#### xi. Teammate Contributions

We all had to work together to come up with a plan and meticulously organize methods accomplish the execution of the project. For example, the promotional flyer.

#### xii.Sources of Data and Research

We had a conference with the owner of Twin Peaks and we showed them a powerpoint.

This is the link to the powerpoint.

[https://docs.google.com/presentation/d/1N46d2K\\_l5ZR4Lp52jZgqjZ-y1\\_lheP-5QV2Nj0TKVKU/edit?ts=568c724a#slide=id.p](https://docs.google.com/presentation/d/1N46d2K_l5ZR4Lp52jZgqjZ-y1_lheP-5QV2Nj0TKVKU/edit?ts=568c724a#slide=id.p).

We also discussed over the topic of how many sections there will be in total on the day of the execution.

### xiii. Analyze Results and Justification of Selected Event

The most feasible project is the Twin Peaks conference because as we analyzed all the things we had to do, It is logical that it will all work out.

### b.) Feasibility Study #2

#### i. Simple Concept Plan

Our first Idea was running a one week soccer camp. The plan was that it would be 4 hours a day from 8:30am to 12:30pm. We would have drills, agility lessons, and scrimmages. It would be one week long and each person would pay \$160 dollars for the whole week which would include shade, snacks, and drinks.

#### ii. Potential Customers

Since I have already ran a one week summer soccer camp plus have my private business in the soccer coaching industry, I have connections on who would be interested in participating in this one week camp. I coach 8 to 12 years old which would mean that this age group are our potential customers.

#### iii. Needs/Wants of Customer

If the customers are participating in this soccer camp then there wants are to improve and grow individually. They also want a cheap price and if the price is \$160

is for the whole week in the span of 20 hours, that would be \$8 dollars an hour which is very reasonable.

## **VI. The Project/ Event Business Plan**

### **a. Project/Event Description**

As a part of our paper 2 project for AICE Travel and Tourism we propose a behind the scenes conference of Twin Peaks restaurant in Davie, Florida. We aim to educate DECA students (students interested in the field of business) and any other students that want to participate. In our field trip students will be able to learn about customer service, hiring processes, and operational functions of the hospitality and tourism industry by organizing a behind the scenes business tour in which successful entrepreneurs and workers share their knowledge and experience with our students. The trip will be a school field trip on April 5 offered to all of Cypress Bay High School students to teach them about the restaurant business within the fields of the travel and tourism industry, customer service, and entrepreneurship. The tour will include five guest speakers, a tour of the entire restaurant, lunch, and a t-shirt.

### **b. Mission Statement/ Aims/ Objectives**

Mission Statement: We aim to educate students about the travel, tourism, and hospitality industry with the guidance of businessmen and other employees, such as managers, that work in the industry. Throughout this process, our team will be planning, executing, and evaluating.

Aims: We aim to learn about executing an actual event as a group. For the students, we aim to teach them something about the industry that they can apply later in their life. We



aim to successfully execute and make a great experience for all of those involved. We also want to make sure the guest speakers are able to have a great experience of teaching these students about their careers

Objectives: We have both internal and external objectives. Our internal objectives are within our team and they include:

- Delegating work by assigning specific departments such as promotions, health and safety, scheduling, and guest speakers.
- Scheduling will be finalizing the date for the trip. They will also create a detailed schedule of our time at the restaurant. The department is also responsible for setting up meetings with the owners and employees of the franchise.
- We need to design T-shirts that suit the “behind the scenes” theme of our trip.
- We will find guest speakers that specialize in various areas of travel and tourism.
- We will develop a series of questions to make sure the speakers are well informed of what is expected of them.
- Coordinate dates with the owner and staff so we can discuss our event in depth and answer any questions that are asked.
- Obtain approval from the owner of Twin Peaks in order to use their restaurant and logo.
- Find and rent a charter bus company that is available and will accommodate 50 people on the day of the event.
- Obtain permission from the school to conduct this field trip.
- Meet regularly with the group and our class advisor to discuss progress.

- Develop a financial plan to organize our costs.
- Create field trips that would be given out to the students.

External objectives deal with communication with the company and customer service satisfaction and include:

- The speakers will be the two owners, Jack Flechner and Fred Burgess, the general manager, Ken Dodd, the bookkeeper, Ilene Flechner, and a waitress at the store, Kate Steele.
- Students attending will receive: an overview of what a general manager does from Ken, the day-to-day workings of a waitress from Kate, learn about accounting and Payroll from Ilene, and hear about how to become an entrepreneur and their experiences from Jack and Fred.
- We will be meeting with all speakers to brief them on what they should talk about and how the whole event will run.
- The owners and workers will be asked to answer specific questions pertaining to their jobs and the industry that they work in.

#### c. Customers

We plan to reach out to all DECA members of Cypress Bay High School by promoting in all of the DECA classes. Attendees are expected to turn in a permission slip and pay a fee of \$40. In order to meet the superior standards of customer service satisfaction we desire, we must cater to the needs of our students. Our group will follow many steps in order to ensure that the customers are highly satisfied with their experience. We will initiate this process by creating a presurvey in which we provide the

students with specific details about our trip such as who, what, when, where, and how. Unfortunately, we were unable to complete this task due to some difficulties involving resources. However, with the evaluation aspect of this project in mind, we have formulated a post-survey that has multiple choice and rating questions to help out in this area.

We also have our target market in mind when creating the behind the scenes aspect of our event. We believe that DECA students, who are business oriented, will appreciate an event that allows them to hear from professionals in the business industry about various aspects of business. It also allows them to discover the hardships that people in their industry face. If we are unable to reach out to DECA students we will reach out to the entire school.

#### d. Operations

##### i. Master Task List

see page (with master task list)

##### 1. Sub Task Lists

see page (with the sub task lists)

#### e. Marketing/ Promotion

The promotion department is responsible for making fliers and banners. Sarah Blanco and Sneha Alluru are in charge of this department. They will also need to communicate with students through social media and other methods to promote our trip. They are also responsible for executing the lunchtime activity, which will help us promote to the whole school and also gain AIDA (attention, interest, desire, action).

## i. The 4P's

### 1. Project/Service

Throughout the process of the project, we aim to provide an educational experience for students who are interested in learning about the travel and tourism industry. While they are learning, they will also have a chance to enjoy comfort food, in a lumberjack theme environment.

### 2. Price

The price of our project is forty dollars. We have approved and decided on this price with our advisor. We believe that after considering all of the costs and expenses of this project, the price that we are presenting to our customers is fair.

### 3. Place

We chose this location because we believe that the Twin Peaks restaurant is at a prime commercial location. It attracts several customers everyday, which attributes to the success of the business. For those who are aware of this restaurant will cause them to be interested in our event.

### 4. Promotion

#### a. Activities

We believe our trip will gain attention if we make a video of Twin Peaks and their employees (see page with the video) . We also will promote in all DECA classes to make make sure our target

market is fully aware of the event. We will also be doing lunchtime activity with candy trivia questions.

#### b. AIDA Unique Contribution

Our lunchtime activity will bring a lot of AIDA as will the video. These two techniques are very loud and should bring a lot of attention to our trip.

### ii. The 4 C's

#### 1. Customer Wants and Needs

The customers on this trip will mainly attend for the educational experience. It is essential that they see value in the information that will be provided during the trip. Although the customers are there for the educational experience, it is important that quality food and service are provided.

#### 2. Cost

There are several costs associated with the project. The main costs are transportation, t-shirts, and food. We plan on covering all of our costs with the price of the trip students must pay.

#### 3. Communication

Communication is an extremely important aspect when it comes to promotion. If we don't communicate with our potential customer, they will never find out about our trip; therefore, we must try to utilize every possible channel to communicate with them. We have used forms of

social media such as twitter, snapchat, and whatsapp to help inform about new changes and updates in the trip.

#### 4. Convenience

We will offer convenience to our customers because we will hand deliver their field trip forms to their classrooms; therefore, they won't have to worry about picking it up. Also we will collect all the the money during all lunches so that everyone in the school will have the opportunity to pay. We will also hold a meeting for the customers a day before the trip, which would be convenient for them because they won't have to struggle to find their group the day of the trip.

#### f. Finance

##### i. Proposed Budget

Promotion- \$50	Transport- \$550	Lunch- \$500	Misc.- \$50
Uniform- \$350	Incentives- \$220	Chaperones- \$21	Gift- \$100
Meeting expenses- \$50			
Total- \$1,891	Per unit- \$37.80	Trip Cost- \$40	Incoming- \$2,000
Profit- \$109			

##### ii. Ticket Sales Plan

In order to sell tickets we will have prospective students come to room 146, our advisor's room, to purchase tickets. This will take place during all four lunches to ensure everyone will have the opportunity to pay. We will put their \$40 in an envelope with their name, grade, phone number, and the date. On another paper we will have a copy of each student's schedule. On one other paper we



will include the name of the student, their phone number, the date, their signature, and a member verification. Once we have all students signed up we will create personalized field trip forms to be turned in as soon as students have finished filling them out.

#### g. Resource Needs

##### i. Staff

Owners of Jafrejo (see page with staff): Jack Flechner, Fred Burgess

General Manager: Ken Dod

Bookkeeper: Ilene Flechner

Construction company owner: Ryan Lampel

Waitress: Katy Steale

Bus Driver from Classic Bus Lines

##### ii. Supplies and Materials

- T-shirts
- Fliers
- Banners
- Envelopes
- Labels
- Logs
- Post-surveys
- Candy

- Target board

### iii. Equipment

- Pens for port-surveys
- Clipboards for post-surveys

### h. Team Roles

In order to complete our project efficiently, we will divide the tasks evenly among us. We will assign these roles based on everyone's capabilities and although there are people responsible for each task, we will all be overlooking each other's progress and work. These departments consist of promotions, schedule, guest speakers, health and security, finance, and transportation. Sarah Blanco and Sneha Alluru will be in charge of the promotions. Sarah Blanco will also be in charge of health and security. Lexi Flechner will be in charge of the schedules department because she has connections with the restaurant; She will create the schedule of the trip and make meetings. Lexi has also been the person responsible for designing a T-shirt and ordering 50 of them. Juliana Fuller and Sneha Alluru will be in charge of the guest speaker department; They will construct a basic script for our guest speakers. Juliana is also responsible for the contacting and reserving a spot for a charter bus on the date of the event. Bianca will be in charge of promotions and will create a budget and steps to collect money.

Sneha Alluru: Guest Speakers/ Promotion

Juliana Fuller: Transportation/ Guest Speakers

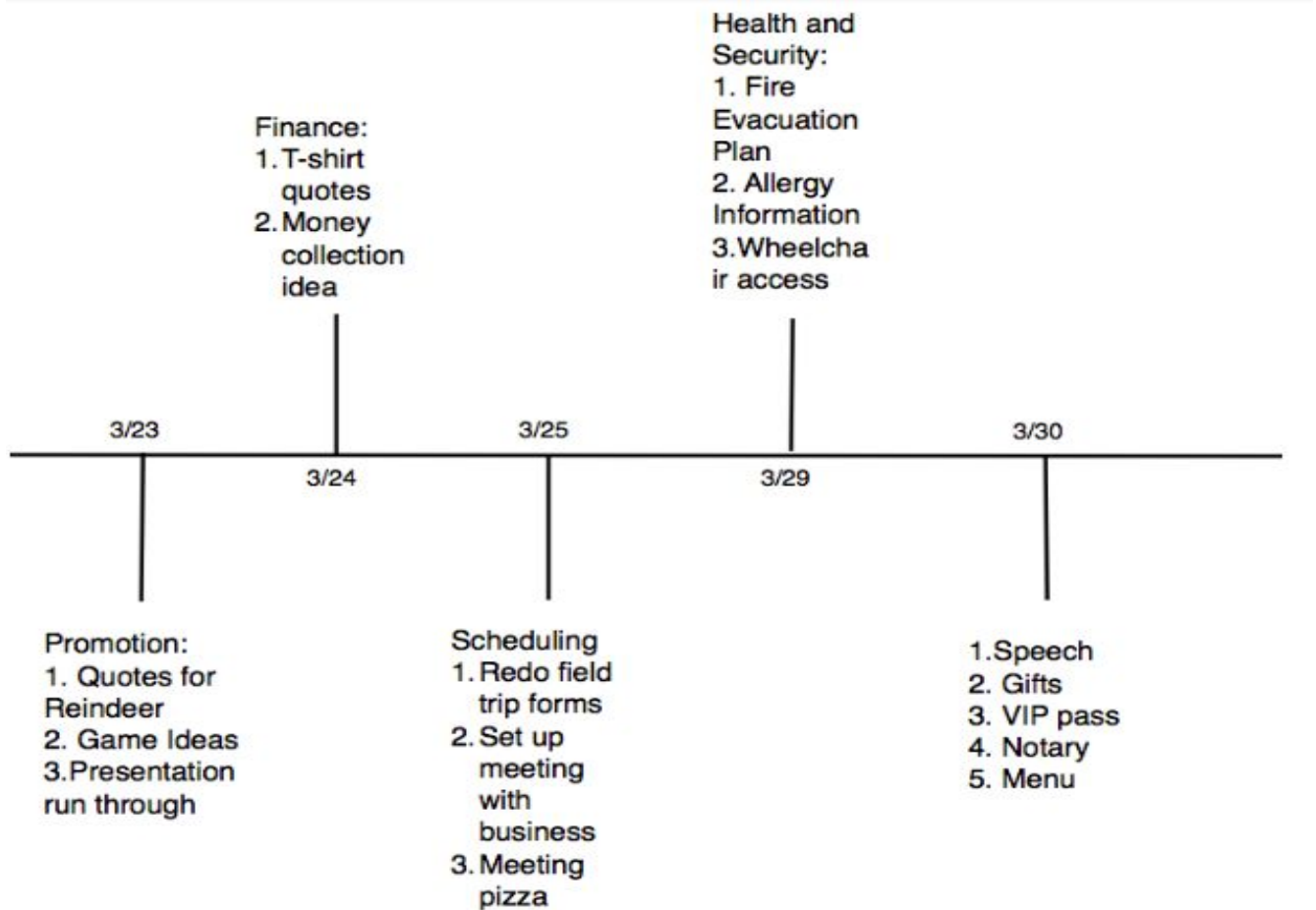
Bianca Musetti: Finance

Lexi Flechner: Scheduling/T-shirts

Sarah Blanco: Health and Security/ promotion

i. Timescales

i. Timeline



## ii. Project Flow

See page (with project flow chart)

## iii. Event Flow

8:00- students called out of class and go to bus loop

8:15- leave at latest

8:40- get to restaurant

8:50- start welcome speech

9:00- start owner's speech

9:40- start stations

10:00- change stations

10:20- change stations

10:40- change stations

11:00- finish stations

11:10- start lunch

11:55- end lunch and talk a little

12:05- board buses

12:15- leave at latest

12:40- arrive at school at latest

## j. Health and Security

The health and safety department is in charge of taking care of allergies, as food will be provided. Sarah Blanco is in charge of this department. They will also be

overlooking fire hazards and evacuation plans as well as ways to keep groups organized.

i. Rules and Standards

- Listen to all rules and instructions
- Do not get in the way of employees
- Do not talk during presentations
- Stay in assigned group
- Stay seated on bus
- No horseplay
- Do not ask inappropriate questions
- Be polite and use good manners
- Do not switch t-shirts with anyone

ii. What if plan

We developed a plan so that if any problem arises during the event, we will be prepared to make sure everything is under control. In case of an emergency and we need to leave the premises we have obtained a copy of the evacuation plan to ensure that we are knowledgeable on all the escape exits. (The T-shirts will help in this aspect) We plan to inform the students of these exits when they show up for the meeting. In case of any disruptive behavior arises we will issue a warning that will inform the student to stop what he/she is doing. If further behavior persists we will have them punished accordingly as our instructor sees fit. If somehow a student gets left behind at school the student

must find a way to obtain a ride if he/she still wants to attend the trip. However if a student somehow gets left behind at the restaurant, depending on how far away we are, we will return to get him/her. However if we are close to the school we will send another vehicle to retrieve him/her.

### iii. Permission Slip Process/ Participation Reporting

When students have payed we will deliver a personalized field trip form to their fifth hour class. The form will need to be signed by all his or her teachers, to ensure they are allowed to miss class, and his or her parents. The form will contain a section to fill out insurance just incase anyone gets injured. The permission slips will be collected on the day of the meeting. They will have about 3 days to fill out the permission slip. The permission slip is also required to get notarized. It also requires students to get their obligations cleared.

### iv. Customer identification and Containment Plan

To ensure all students are in their predetermined groups we will have four colored t-shirts for the four groups. We will be constantly counting groups to make sure no one wanders off or switches groups. We will have log showing all the students names and the group that they are in to help organize all the participants.

### k. Review and Evaluation Plan

In order to have an unbiased evaluation we created a SMART survey, which will allow customers to evaluate this conference based on their experience. SMART is an acronym for statistical, measurable, attainable, realistic, and timely. By creating

detailed, multiple choice question, we followed the SMART method. By using multiple choice, it will allow us to gather data easier and we will be able obtain a more an accurate understanding of how well we did. We will also need our advisor and our chaperones to evaluate the project in order to ensure multiple perspectives. This will also allow us to know how well we executed. We also want to use this survey to know how well we met our participants' expectations and if our presentations helped them learn something different as well as how they would rate their experience overall.

#### VII. Running and Evaluating the event

#### VIII. Evaluate the Success of the Event

#### IX. Evaluate Self as Part of Team

##### a.) Demonstrate Excellent Customer Service Skills

We we realized that we could not execute even after collecting money from a few students, we had a new job. That was giving the money back with an apology and explanation on why this trip would not be able to execute. As I gave one of the customer's her envelope with money back, I used common courtesy and a respectful tone to allow her to understand that we did everything we could to make this happen and it was not enough. I learned that even though a trip does not work out, you still have great customer service skills with the customers who already paid.

##### b.) Examples of Working Effectively as Part of the team

At the time of Promotion, I realized that we were not fulfilling the fullest potential so I decided to step up and tell the team that even though it was a Saturday, I wanted to go to school to design and put up the banners for Monday. When they all agreed, I knew my advisor would be in his classroom with many other overachievers so I designed 5 different banners for all 5 DECA classes. If you refer back to IV. Evidence of Team Working under part A, there are photos of the banners.

c.) Example of using good communication skills

We decided to make a video to promote the Twin Peaks field trip and I am fairly familiar with using editing tools so I decided to communicate with my group throughout this entire process from bringing the group to the restaurant to assigning each person to say something specific for the video in a specific place at the restaurant. This procedure could have gotten messy because the amount of times we had to film again however, through good communication skills, it was done in an orderly way where we all respected the amount of times we wanted to record.

d.) Examples of applying other interpersonal skills

It is very important to not burn bridges with the people you work with because you can eventually have to work with them again. Networking and Connections is one of the most important skills to obtain in the future and that starts right here, right now.

Throughout the year working with my group, I realized that it is important to step into their shoes and understand their perspective of what they are proposing or commenting on. Therefore, I decided to give it a try when we were all discussing our opinions about



if we or if we should not provide T-Shirts for the students. As I turned the switch and became open minded it was much easier to communicate and get along with my group because the level of understanding was professional.

#### e.)Recommendations for Personal Improvement

As we all know by now, there were a few bumps on the road for me in the beginning of this trip. However, I have never learned so much by working so hard in a project even though we could not pull through with execution. That is where I want to begin. A lot of people in my class were saying that since we did not execute we did not learn anything because we needed to listen to the different aspects of business at the conference. This was completely wrong in my opinion, I learned tremendously on how to communicate, public speak, write a business plan, and take a stand in what you believe in along with so many other things. I think there are multiple ways I could improved from the beginning but by the end of the day I learned how to do that and I am ready for my next challenge.

