

1. Introduction and Statement of Purpose

This year in ISM, I wanted to move away from hypotheticals and make a real impact on a business or the community. Knowing this, I brainstormed by looking at my capabilities, strengths and interests. Consulting has many applications so the possibilities are somewhat endless. I had many ideas, but a few of them failed to connect strongly to consulting. After leveraging my strengths and combining them with management consulting, I have come to the conclusion by integrating my love of my job at a small business, Boba + Donuts, with consulting would be a viable and interesting product.

Through this product, I can make a true impact. In addition, while working there I can see the changes I have made and gauge responses from employees and customers. This would be similar to a true consultant working on a client site. Not only would I positively impact a business, it would be a full application of consulting skills I have gained throughout the year.

2. Review of Skills and Research

I will analyze different Boba companies, like Lollicup or Kung Fu Tea and identify what makes them successful on social media and look to apply those practices to Boba, with the support of managers. To measure success on social media, I will track their followers average comment number and likes on Instagram. In addition, I can look at case studies of small businesses and see how to better market to and retain customers. In regards to the specific small business I will look at for the case study, I do not know the specific company, but hopefully something in the food industry. As aforementioned, this is an extremely similar process to consulting. I have identified a problem, will research how other companies find success in

interaction on social media, apply the findings and listen to responses from employees and customers, just like a consultant would while working on their client site. I will interview a professional who works in the field of social media marketing to have a greater understanding of how to engage consumers and expand Boba + Donuts reach. In addition, I will discuss with employees which demographics we are missing in regards to consumers and I will research how to target to those markets and what those generations value. By creating this product, I will leave a lasting impact on the business I work at.

3. Methodology

- a) Talk to my boss to identify if there is anything specific they want to be enhanced or improved. As someone who works there, there is little, at first thought, I can think of to improve. Many of my interviewees have mentioned when a business runs well or when the economy is good, it is more about expansion and enhancement, when the economy is not so great, consulting is more about damage control.
- b) Research many other successful Boba companies or small businesses who have found success and see what makes them successful.
- c) Brainstorm with mentor many potential ideas.
- d) Run a few of the ideas by coworkers for initial reaction. As someone who works at the business, constant communication with coworkers and management should be somewhat easy.
- e) Create a plan to implement these ideas. Get workers and management on board.
- f) Continuously edit and improve plan before improve strategies.

- g) Implement strategies.
- h) Assess if the plan worked and monitor success through follower counts, comments and order numbers.

4. *Materials*

As of now, no known cost of materials. Potentially will have to change this later depending on what the need is at the business.

5. *Conclusions*

The anticipated outcome of the product will be a project which generates leads through social media and converts those leads to customers. Through the process, I will be able to create true change within a company and get first hand consulting experience. The product will be useful to Boba+Donuts and have a real world impact if my potential solutions are implemented. Hopefully, the product will benefit the customers, employees and owners at Boba+Donuts.

III. Development of Product Calendar/Timeline

2/11 Meet with Mentor and discuss Final Product

2/18 Get final agreement from bosses I can do this for final product

3/4 Outline Approval from Bosses and Mentor

4/1 Complete Implementation Plan with Minimum of Five Posts Prepared Targeted to Each Specific Demographic

4/4 Mentor Approval of Posts and Targeted Comments

4/29 Check Results of Plan, AVG Order Number Per Day Compared to Before Plan, See If Goal of 200 Follower Increase Met and Engagement (likes and comments) Increase By 20%

4/29 Present at the Vested Group

5/10 Original Work

5/17 Final Presentation