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Builder Team Project Proposal

An issue many people encounter is the difficulty regarding gift shopping for the men in our lives. While group members have agreed that fathers are the most difficult people to shop for, we agree that brothers, uncles, grandfathers, and other male-identifying people are obstacles in our gift-acquiring process. Challenge or not, this is an issue encountered at every birthday, holiday, and special occasion. Whether they say they “don’t want anything” or the classic “I don’t know,” it is rare that gift-givers have a clear indication of what to get them.

The product our group will create is a website called “He Says He Doesn’t Want Anything.” The website will include several features designed to make the gift-giving process quick and easy. The buyer does not need to visit several websites or physical locations to acquire gifts. The website will ask for key demographics such as age range, interests, and price range, then use this information to create gifts and gift package suggestions from which the gift-giver can choose. The website will process the payment and the selections so we can complete and deliver the order. Initially, a preorder phase will help us gauge the demand for each of our products. This phase will indicate which products will be profitable for the holiday season when the full launch of the product will occur. During December, when the team establishes a booth in the College of Business, our most popular products will be on hand to provide college students and faculty with the supplies they need to head confidently into the holiday season.

He Says He Doesn’t Want Anything will offer several gift options. For the preorder phase of the launch, we intend to design T-shirts, embroidered crew-neck sweatshirts, embroidered hats, stickers, coasters, and matching clothing items and dog collars so the gift receiver can match their furry best friend. Creating specialized products for our target market will allow us to have effective marketing strategies that cater to our intended customer segment. The team will start with our seed money to purchase the basic materials required to create our products. We will use Innovation Campus’s technology and resources to develop the products we intend to sell. The website is already under construction using Wix.com - a free website builder. Each team member will specialize in different skills on Innovation campus. Some of us will learn to screenprint, others will learn to embroider, and others will learn to use the woodworking shop to create coasters. This will allow us to focus and specialize in maximizing both efficiency and product quality to ensure our customers are fully satisfied.