

9.8 Proposal Example (Internal, Solicited, Unknown Solution)



Victoria Bauer, Morgan Dunker,
Alex Whitnah, Maria Hernandez
(123) 456-7890
meattoyou@gmail.com

Date: March 5, 2018
To: Mrs. Smith, Professor
From: Victoria Bauer, Alex Whitnah, Morgan Dunker, and Maria Hernandez
Subject: Increasing Awareness and Sales of Unconventional Cuts of Meat at Elite Meats

MEMORANDUM

In this proposal we will explain a problem that local butcher shops are facing in modern small-town America: the lack of sales meats that are ‘unconventional’ in the American diet, such as gizzards, offal, and oxtail. We also wish to research ways to reduce waste and maximize profits for the local butcher shop, Elite Meats, through new marketing strategies that will appeal to the community. Our purpose is to describe our plan to research to improve the efficiency and eliminate waste in butcher shops and convince you this project is worth an investment in time and resources. We are passionate about the idea that every part of the animal should be used for human consumption and that locally-owned businesses should operate in the most efficient and cost-effective way possible. One way to do so is to develop ideas that would make alternative cuts of meat more appealing to consumers.

PROBLEM DESCRIPTION

Elite Meats is a local business that markets a variety of cuts of beef, pork, and lamb. Although the most popular cuts include ground beef, T-bone, and sirloin, Elite Meats also provides cuts such as tongue and oxtail. However, these meats are not marketed and kept in the back of the shop. They are often thrown away or ground into dog food as not many customers purchase these cuts. This is an issue for several reasons, including:

- This goes against the ideals of the company, which include, “helping its neighbors and reducing waste” (Elite Meats, 2018),

- Unconventional cuts do not usually have a place in a Midwestern American diet, but are still edible and used in a variety of cultural dishes.
- The wasted meat is a drain on Elite Meats's resources, and takes away from the revenue of the business.

We plan to conduct research to see why these meats are not usually bought and what methods, if any, could be used to market these unconventional cuts effectively, so that all edible and usable parts of the animal are not wasted. If this issue is not remedied soon, these parts of the animal will continue to go to waste when they could be used instead for human consumption at a reasonable price. Losing these sales will also continue to be an irreconcilable cost for Elite Meats

CLIENT ANALYSIS

Our proposed project targets Elite Meats but more specifically the owner Adam Freeman. Adam Freeman is a local to the community. After graduating from Oklahoma State University with a Bachelor of Science in Electrical Engineering, Mr. Freeman joined the army for two years. Upon returning to the States, he spent some time thinking about what he wanted to do for a career—he decided to open a local butcher shop with his father. With “limited exposure to agriculture” (Krebs, 2017), Mr. Freeman has overcome many struggles with owning and operating a butcher shop, and is still learning about the different aspects of agriculture, from the farms to the shop to the customers' homes. The community and his business are constantly shifting, and he is up to the challenge to adapt and find new ways to provide his customers with wholesome and healthy meat products.

RESEARCH PLAN

In order to learn about how best to market and encourage the purchasing of offal and variety meats, we propose research into these areas:

Research Goals

- To survey current and possible customers to learn purchase practices and perceptions of alternative meat cuts.
- Define and analyze 1907's current advertising strategies and identify possible changes the current system
- To research how other butcher shops reach their customers and sell unconventional cuts of meat.

Research Phases

Phase I-How can local butcher shops better reach their customers regarding alternative cuts of meat?

We will survey customers of Elite Meats to see what their perception of these alternative cuts is and their willingness to buy/use them. We will ask what factors are considered in their purchasing choices, as well as if they are aware that Elite Meats offers other cuts of meat that are not as popular with customers. Along with this, we will collect feedback from the general community, to see if there are certain factors that make individuals more likely to purchase these meats. Be it economical or cultural preference, this knowledge base will allow us to form a strong collection of data, and from these surveys, we will be able to determine how to best appeal to the customer regarding unconventional cuts of meat. We will also research online to find recipes for these meats, as Elite Meats also provides recipes for its products at the shop.

Phase II-What are the current methods used for advertising these unconventional cuts, and what can be changed to increase awareness?

We will interview a current employee of Elite Meats in order to ascertain the current marketing strategies regarding unconventional cuts of beef, pork, chicken, lamb, and bison. We will also focus on what kinds of customers, if any, currently purchase these products, and if there are any other uses for these cuts of meat within the business. We will ask what the employee believes will increase sales of these meats, while decreasing waste and maximizing profit. This information will give us an inside perspective of Elite Meats's current practices and an employee's view of customers and marketing strategies.

Phase III-What are other successful local butcher shops doing to increase awareness about these unconventional cuts of meat and how are they successfully able to maximize profits?

We will interview local butcher shops in the Oklahoma City and Tulsa area to see how they go about selling these unconventional cuts of meat. We will also interview butcher shops outside of Oklahoma to see if there is a difference in customer preference and/or different or new ideas on how to better utilize these cuts. We will also ask how these butcher shops deal with the sales and usage of unconventional cuts of meat. This information will give us a good insight into how Elite Meats could consider changing their marketing methods to better sell to this community.

RESEARCH SCHEDULE

Date	Task Completed	Person in Charge
03/05	Employee Interview	Maria
03/09	Compile Surveys	Victoria and Morgan
03/16	Coordinate Benchmarking/Contact Other Butcher Shops	Alex
03/16	Interviews/Surveys Completed	Everyone
03/16	Complete Online Research	Morgan
03/30	Proofreading/Editing of Final Report	Everyone, mainly Maria
04/03	Submit Raw Data/Interview Transcripts	Everyone
04/04	Submit Final Report	Victoria

TEAM QUALIFICATIONS AND RESPONSIBILITIES

Name	Qualification	Responsibility
Victoria Bauer	<ul style="list-style-type: none"> ● Electrical Engineering Major ● Grew up in Germany ● Experienced with alternative cuts of meat ● CEAT Marketing Committee and IEEE Publicity Director 	<ul style="list-style-type: none"> ● Conducting and compiling surveys ● Turning in all necessary paperwork ● Bi-weekly Activity Reports
Morgan Dunker	<ul style="list-style-type: none"> ● Animal Science Major, Pre-Vet ● President of FIT (Freshman in Transition) ● Has many contacts ● Inexperienced with unconventional meat (great for polling questions) 	<ul style="list-style-type: none"> ● Organization and time management ● Conducting and compiling surveys ● Go-to question gal
Alex Whitnah	<ul style="list-style-type: none"> ● Works in butcher shop and as a cook ● Animal Science Major, Pre-Vet ● Experienced different cultures through travel 	<ul style="list-style-type: none"> ● Contacting other local butcher shops ● Benchmarking ● Go-to meat/butcher shop guy
Maria Hernandez	<ul style="list-style-type: none"> ● Agribusiness Major ● Stickler for grammar ● Avid carnivore ● Public speaking and interview experience ● Speaks for the cattle 	<ul style="list-style-type: none"> ● Conducting and compiling interview(s) ● Editing and grammar help ● Go-to beef gal

RISK MANAGEMENT PLAN

Individuals may be hesitant to discuss their purchasing habits, especially for what could be perceived as a marketing and advertisement study. If we cannot get enough feedback via our surveys, a focus group of Elite Meats's current clients may be more likely to answer purchasing questions than those taking an anonymous survey online.

Time and resource allocation could be an issue with this project. If one person is not able to meet his/her deadline due to various reasons, the solution could be each person has a partner to proofread what has already been done and then pick up where the person has left off.

Last, interviews with local butcher shops could hold less than helpful results. The shops may not want to release their own marketing ideas or how they use these products. If unable to interview local competitors, we will continue to contact other, more distant butcher shops to get information, as well as conduct on-line research to supplement the data.

RESEARCH NEEDS AND PROJECT COSTS

The resources required to satisfy the results we are seeking revolves around polls and investigation. We will be researching how to increase awareness and sales of unconventional cuts of meat at Elite Meats. The phone calls to various butcher shops will be free of charge. The polling will be taken from customers of Elite Meats as well as families, students, and the general community using free or easily accessible supplies found on campus. The group communicates effectively through GroupMe and Google Docs, so no cost will be necessary on any decided meetings.

BENEFITS AND FEASIBILITY OF RESEARCH

The benefits of this research are far reaching. Of course, the research outcomes will immediately benefit the Elite Meats, with increased sales and/or new innovations to use their underselling products more efficiently. In addition, the local economy and community will be affected by the business's increased sales and revenue, leading to a more stable economy. Last, individuals in the Stillwater area may have improved quality of life, if we can uncover tactics to persuade community members to use these cuts of meat that are cheaper and often more nutritious than the more popular cuts most individuals purchase.

As we are focusing our research on local groups and businesses, our research is feasible. As seen in the Research Needs and Project Costs section above, our current research plan does not require any outlandish costs or specialized equipment; therefore, there is a lower chance of issues arising due to our plan. Additionally, possible issues in lack of research have been addressed in the Risk Management section.

CONCLUSION

We thank you for your time and enthusiasm in allowing us to investigate product preferences and aspiring to help the community see the more “odd” types of meat just as appealing and accessible as popular choices. We are interested to hear any further ideas you have to help the community of Stillwater and Elite Meats Through enlightening 1907 and customers with our findings, we hope to create a bigger market for the unconventional cuts of meat and to make their image more acceptable. Please contact us at meattoyou@gmail.com if you have questions or need further information.

References

About us (2018). *Elite Meats*. Retrieved from <https://www.Elitemeats.com>

Krebs, C. (2017). Stillwater meat shop offers craft butchering. *Farm Talk*. Retrieved from http://www.farmtalknewspaper.com/news/stillwater-meat-shop-offers-craft-butchering/article_9b24d356-c3d2-11e7-83df-437a2e9c8855.html