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SAN MARCOS

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SENIOR EXPERIENCE TRADE SHOW

May 14, 2019

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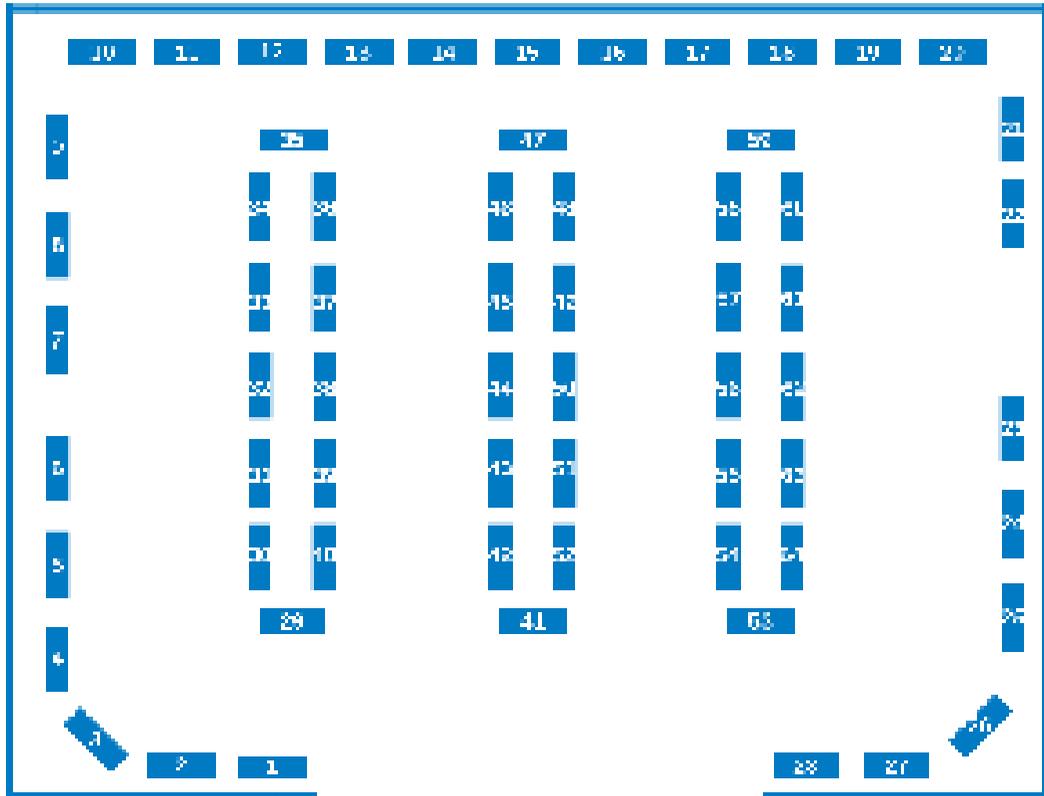
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Special

Remember

Spring 2019

Senior Experience Projects

A Step Beyond

Yasmeen Elbanna, Kayla Fernandez, Andrea Le, Kiana Tarrant, Bronson Viscarra
Advisor: Kathy Fuller, Ph.D.



A Step Beyond has experienced a high dropout rate in its quest to transform the lives of underserved youths. To address the current attrition of 33.5 %, a benchmark attrition percentage was identified through industry analysis, followed by surveys and interviews to assess familial reasons for leaving the program. The team delivered results for attrition reasons, a profile of a model applicant, and recommendations to improve retention and market the program to future students and parents.



Alliance for Regional Solutions

Bradley Doke, Guadalupe Martinez, Megan Nolan, Ashley O'Connell,
Elizabeth Sanchez
Advisor: Eun Kang, Ph.D.

Burnham Leadership
Experience Project



The Alliance for Regional Solutions, a group of 60+ non-profit organizations, wanted to understand the economic impact of the members on the local community. The team generated a survey of 17 questions to pose to the members of the cooperative. Findings allowed the team to create a final report on the economic impact of alliance members on the community.



AND Bakeries, Inc. DBA - Little Cakes Kitchen

Clara Arias, Alejandra Favela, Justin Lundquist, Aria Mohseni, Olga Ramos
Advisor: Dick Lansing, MS



Little Cakes Kitchen needed help with maintaining quality control at a new bakery location. The team collected data on the industry and the new market. Final recommendations were provided to enhance Little Cake Kitchen's logistical operations and overall sales at the new location.



BooXkeeping Corp. dba Bookkeeping Zoom

Nancy Hernandez, Jake McCabe, Leonel Mora, Ana Pena, Tessa Tipton
Advisor: Chetan Kumar, Ph.D.



Bookkeeping Zoom is a bookkeeping service designed for entrepreneurs who are tired of wasting endless hours managing their own books. The team was asked to identify 10 industries that would benefit from using their service, creative ways to penetrate each industry, and five strategic partners. The research methodologies included conducting surveys and interviews, as well as using CSUSM's library databases and resources.



BudTrader Technology

Kevin Ford, Benjamin Gonzales, Jina Ruzcek, Jared Watson, Christine Wilson
Advisor: Nima Zaerpour, Ph.D.



BUDTRADER

BudTrader Technology asked the team to gather and organize data on cannabis-related topics in the United States. The team focused on gathering the most recent information from state websites. The final outcome was an organized database containing information on licensed cannabis businesses, politicians, and more.

Cambria Baby

Jasmine Abina, Bianca Aceituno, Adam Boulter, Alexis Chapman, Jillian Revita
Advisor: Scott Landow, MBA & Mohammad Sebt, Ph.D.

Cambria Baby is a soft goods company that sells organic baby apparel and linens on Amazon. In preparation for their next stage of growth, the team was engaged to identify customer demographics, develop a social media presence that included a website, and evaluate better inventory management systems. Final deliverables included recommendations, how-to guides, and compiled research.



Cathy's Swimwear

Katy Harlow-Nohe, Heather Kyrouac, Julia Sanchez, Marissa Shoemaker, Yesenia Suazo
Advisor: Peter McLaughlin, MBA

Cathy's Swimwear suffered from low foot traffic during the off-season and struggled to generate online sales due to the lack of a social media presence. The team conducted an industry analysis and corresponding market research to determine the best strategies for increasing all revenue streams. Cathy's Swimwear received a strategic marketing plan containing the team's recommendations and supporting research.

Chairmen's Roundtable

Taylor Jacobucci, Shanon Khounborine, Ellen Prickett, Tammy Thai, Chantal Withers
Advisor: Pari Sebt, Ph.D.



Chairmen's RoundTable is a non-profit organization comprised of highly accomplished executives who provide pro bono mentoring to for-profit companies in San Diego. The team assisted in developing and finalizing two client satisfaction surveys for Chairmen's RoundTable's clients. The result of the project provided a method to gather and store client feedback that can be used for marketing and continuous improvement purposes.



Coastal Payroll

Nicholas Garces, Brittany Huberts, Valentyn Phylimonov, Teresa Ramirez, Ana Villar
Advisor: Wayne Neu, Ph.D.



Coastal Payroll and the CKG Foundation tasked the team with helping to determine the best method to increase the number of participants in the San Diego SpeakUp 5K race. The team created and conducted a survey on the 2019 race participants. Based on the results, the team developed a promotional plan that included recommendations for social media.



College of Business Administration, BPD

Lance Flett, Gideon Huang, Roman Mynatt, Nick Scott, Sarah Willis
Advisor: Luanne Bas, MBA



CSUSM CoBA's Business Professional Development (BPD) Program, designed to enhance students' soft skills and increase their chances of employability prior to graduation, wanted to create a best-practices scorecard. The team looked at CSU business schools' programs/courses, as well as universities across the nation. Through web research and direct outreach, the team created a database and scorecard that ranks the best-practices of top programs/courses, which can be used for benchmarking the program over the next few years.



College of Business Administration, OBRA

Brenna Augustus, Sean Daley, Joshua Lopez, Torhild Nygard, Jerett Sconiers
Advisor: Rebeca Perren, Ph.D.



The CSUSM College of Business Administration sought to carry out a student-run digital marketing agency as part of its Office of Business Research and Analysis (OBRA). The team researched similar programs across the country and assessed the regional demand for these services. The final report presents recommendations for implementation of such an agency.



College of Science and Mathematics

Ali Baha, Daniel Garcia, Juan Hurtado, Alexandra Hus, Roxane Saisho
Advisor: Arun Sethuraman, Ph.D.



Next-Generation Sequencing (NGS), a cutting-edge biotechnology, produces massive data output that must be managed and undergo complex analyses. To meet NGS computational needs and curricular development, a feasibility study was conducted on building a High-Performance Computing facility at CSUSM. The team's recommendations included a physical cluster, cloud-based services, and hybrid platforms.



College of Science and Mathematics, Biology Dept.

Sinai Cuevas, Kamyar Daraei, Blake Lauria, Nicholas Lavelly, Meishan Zhou
Advisor: Elinne Becket, Ph.D.



The CSUSM College of Science and Mathematics biology department was presented with an opportunity to expand its curricular and research capabilities with Next Generation Sequencing technologies. The team conducted surveys, industry research, and a cost and market analysis to determine the feasibility and sustainability of the technology. Detailed recommendations were provided for sequencing platforms that included a program to enhance student technical experience, which will be valuable when entering a competitive industry.

CSU Institute for Palliative Care at CSUSM

Rita Al Chammas, Lizel Casas, Ali Gijon, Brandi Lynch, Jonathan Naranjo-Morett
Advisor: Peter H. Antoniou, DBA



The CSU Institute for Palliative Care at CSUSM has struggled to promote its events, as well as increase attendance at on-campus and community events. The team conducted secondary research to identify positive and negative responses to promotional media across campuses and non-profits worldwide. The team developed a promotional idea manual to use at yearly events, including branding taglines, and external marketing communications.



CSUSM Office of Graduate Studies and Research

Maria Cloud, Jennie Li, Magali Jaimez, Joshua Steffan, Marcella Tranquilla
Advisor: Eric Rhodes, Ph.D.



CSUSM is the first university in San Diego County to host the Southern California Conference for Undergraduate Research. The Office of Graduate Studies and Research asked the team to create an inventive marketing plan to entice participants and faculty from Orange, Los Angeles, Riverside, San Bernardino, and especially San Diego County to join the event. The team built a database of 900 contacts to invite, email and social media marketing content, two custom logos, and promotional flyers.



CSUSM University Library

Michael Alvarez, Bryan Bieber, Lloyd Brown, Joseph Giammanco, Linn Ho
Advisor: Tito Zamalloa, MBA



The CSU San Marcos Library tasked the team with identifying potential donors for several initiatives in its strategic plan. The team attended several Library events, consulted with staff, and conducted secondary research to identify corporations and foundations likely to have interest in funding these initiatives. The team provided multiple recommendations and highlighted the most ideal candidates for each initiative.



Dormlife LLC

Lindsay Berney, Olivia Kunysz, Allison Langdale, Kara Little, Clarissa Longo
Advisor: Vassilis Dalakas, Ph.D.



Dormlife, a supplier of mattresses for dormitories and residential halls, needed to expand its marketing efforts and establish brand awareness. The team researched the mattress supplier industry and best marketing practices for a B2B company. The team delivered marketing recommendations to create an online presence for Dormlife, which will strengthen the company's brand identity.



Drone Aviator

Alexandra Arriaga, Austin Bell, Alexander Rice, Olivia Sanchez, Alan Trinh
Advisor: Sam Clarke, Ph.D.



Drone Aviator, a member of the Fokcus group, wanted to create a comprehensive drone content marketplace. The team assisted Drone Aviator by executing a customer discovery campaign, creating an investor pitch deck, and producing a pitch video. Through this process, the team provided Drone Aviator with tools and suggestions to be successful.

Erickson-Hall Construction Co.

Karol Maier, Ramon Ortiz, Jorge Rodriguez, Ramey Vanover, Krista Williams
Advisor: Chetan Kumar, Ph.D.



Erickson-Hall Construction Co. sought assistance to strengthen talent recruiting, form a structured summer internship program, and maintain competitive compensation in the industry. The team conducted surveys to analyze trends and best practices. The team provided recommendations for a strategic plan to recruit and retain college graduates, remain competitive in the industry, and enhance brand awareness.





Feghali Sales LLC

Antonio Correa , Anthony Feghali , Casandra Mai, Laloni Park, Alex Zarrabian
Advisor: Miguel de Jesus, MBA



The goal of this project was to create a new marketing communication plan to raise Mexicrate’s brand awareness. In order to reach this goal, the team researched marketing tactics to see which would best fit the criteria. Fresh content was created to use in advertising on various social media platforms, as well as an Influencer Marketing plan to reach target audiences.

FieldProgress

Matthew Redick , Kevin San Juan , Nuemi Santini, Chad Speck, Susan Vongkhotsombat
Advisor: Sam Clarke, Ph.D.



FieldProgress’s challenge was to develop and communicate its concept of a data visualization software solution for political campaigns. To help further develop FieldProgress’s concept, the team completed customer discovery, produced communication materials, and prepared an investor-ready pitch deck. As a final deliverable, the team pitched its product idea for investor funding.



Fluidra (aka Zodiac Pool Systems)

Michael Astorino, David Bleshenski, Clinton Connal, Zach Lancaster, Kaitlyn Rogers
Advisor: Majid Karimi, Ph.D.



Fluidra wanted to move from an MRP strategy to a reorder point strategy for low-value items. The team conducted a high-level business analysis using data clustering to classify and identify items that could be automated in a reordering strategy. The team delivered a reorder point recommendation for each item in its data set.



Garage Door Medics

Kassondra Cisneroz, Carlos Hernandez, Stanislav Lazerka, Erika Mitchell, Dilshod Otadjanov
Advisor: Tito Zamalloa, MBA



Garage Door Medics wanted to determine if social media should be the company’s main marketing channel. Research on regional competitors, the industry, and demographics was conducted to create targeted content. The team designed a tactical social media calendar, along with recommendations for the upcoming months.



Holistic Office

Bingling Gao, Fernando Gonzalez, Josue Molina, Pablo Orozco, Shayla Penea
Advisor: Sam Clarke, Ph.D.

Holistic Office is a software development company with the mission to benefit independent doctors who sell products. While the startup is in the process of developing its first fully-functioning prototype, the student-driven consulting team coincided with a customer discovery research project. The team applied customer discovery insights to successfully refine the customer pitch deck and produce a final infomercial.



Inferno Woodfired Kitchen

Brandon Condon, Alicia Gonzales, Ernie Hicks, Brandon McNeil, Brady Taylor
Advisor: Scott Landow, MBA

Inferno Woodfired Pizza Kitchen, a mobile catering business, was looking to increase its private events market share. To accomplish this, the team researched the industry, helped the company redesign its logo for broader market appeal, designed a trade show booth for two local bridal shows, and showcased the company's value propositions with storyboarding and filming a promotional video. As a result of one of the trade shows, Inferno booked its largest wedding engagement to date.



Innovative Therapy 4-Kids, Inc. (IT4K)

Abigail Allen , Matthew Arnez , Nicholas Brown , Cassandra Moncrief , Kaitlin Russell
Advisor: Roger Herzler, MBA

Innovative Oral Solutions is a company that specializes in creating products to help prevent maladaptive myofunctional habits. Their primary product is the Oral Placement Appliance (OPA), which prevents clenching, grinding, jaw pain, open bite, and tongue thrust. The team researched the marketplace and surveyed dental professionals in order to create a marketing plan to increase awareness of the OPA in the dental community.



Interpreters Unlimited

Hira Arif, Anabella Donnadieu, Carissa King, Cody King, Kevin McCann
Advisor: Matthew Tasooji, MS



The project challenge was to evaluate Interpreters Unlimited Marketplace app's potential market and identify the segments with the most potential for success. The team used industry research, a competitive analysis, and market research to draw conclusions about a target market and determine if the app could meet a revenue goal of \$250,000 within the first year of launching. The team delivered a business plan analysis of both the B2B and B2C market sectors, a financial model analysis, a marketing plan, and further recommendations.



Jennifer Lundy Family Therapy, Inc. DBA: Positive Change

Deanna Helsing, Sohee Lee, Alyssa Murillo, Zachary Morita, Lynn Nguyen
Advisor: Doyle W. Young, Ph.D.



Positive Change Counseling Center asked the team to update the company policy and procedure manual to improve the effectiveness of the company's operation. The team conducted primary research through interviews and observation and analyzed the industry using online databases. The team responded to the project objectives using research findings and provided recommendations for improving operating efficiency.



Positive Change
Counseling Center

JKC Services, LLC

Alyssa Duffle, Emily Hofmann, Chaz Laforett, Justin Mellano, Marina Vittimberga
Advisor: Marcus Wardley, Ph.D.



PartiStartr™
HANGOVER HELPER

JKC Services, LLC tasked the team with implementing a comprehensive marketing plan to improve its overall brand awareness and increase sales of its product, PartiStartr. A competitor analysis and consumer survey were completed to better understand the marketplace and consumer segment. These findings allowed the team to make several recommendations and implement three specific promotional campaigns.

Join the Journey

Julia Broadland, Kendra Camp, Sydney Hutchinson, Lauren Stone, Nathaniel Winchester
Advisor: Sam Clarke, Ph.D.



Join the Journey, a 501 (c)(3) non-profit, sought to identify its donor target market and to understand what drives consumers to donate money. The team conducted interviews and surveys, analyzed the data, and provided several solutions. A marketing plan was delivered that included the need for a website revamp and various marketing strategies to reach the target audience.



KIGT

Hugo Andrade, Armando Antunez, Edgar Gonzalez, Luis Lara, Nick Sandoval
Advisor: Derek Podobas, MBA



KIGT (Keep It Green Team), an original equipment manufacturer (OEM) and software development company of electric vehicle (EV) smart charging stations, wanted to segment itself as a household brand in the EV charger market for both domestic and commercial use. The team conducted primary and secondary market research on seven California counties that were identified to have the highest market potential. The team provided KIGT with a sales demand forecast model for the year 2025, which targets those counties considered to be early adopters of EV technology and leaders in the growing demand for electric vehicles.



Kindred Bravely

Jeremy Alcantara, Trace Fisher, Samantha Gonzalez, Samantha Hoover, Erika Pohlman
Advisor: Mary Ann Scott, MBA



**KINDRED
BRAVELY®**

Kindred Bravely is developing a patent-pending wearable tech bra to assist new moms in tracking breastfeeding data for the health of the mother and infant. To begin the development process, the team researched and surveyed Kindred Bravely Mamas to decipher which features and user-friendly interfaces should be built into the app. The team created business workflows, wireframes, and mockups to be implemented when developing an iOS application.



Kindred Bravely

Alanna Berman, Monica Garcia, Shelby Loreen, Viviana Tinahui, Jessica Walker
Advisor: Roger Herzler, MBA



**KINDRED
BRAVELY®**

Kindred Bravely, a maternity and nursing apparel company, was interested in pricing recommendations, insight into industry trends, and a competitive analysis. The team conducted brand and pricing analyses through market research and a comparison of current competitor pricing. The final deliverables included pricing recommendations, new industry trends, product styles, and product line expansion ideas.

Lewis Lifetime Tools

Arienne Burcombe, Patrick Norris, Rebecca Peele, Dalton Soffer, Mark Van Skike
Advisor: Blair Baker, MBA

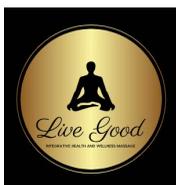


Lewis Lifetime Tools was encumbered by the outdated technology being used to manage customer data. The team's task was to research various CRM systems that would assist in optimizing customer relationship procedures. The team successfully selected Zoho CRM, implemented the system, and provided Zoho software training for Lewis Lifetime Tools' staff.



Live Good Integrative Health and Wellness Massage

Ignacio Arellano, Erika Garcia, Lulu Jia, Calvin Lam, Bianca Wylie
Advisor: Beverlee Anderson, Ph.D.



Live Good, a massage therapy start-up specializing in luxury and medical-oriented massage, asked the team to create a marketing plan. The team performed secondary data research and analysis using census databases, websites, and the Cal State San Marcos library databases. Field research was also conducted by visiting competitors in the surrounding area. Based on the research, the team built a path to surpass the competition and provided a detailed marketing strategy to position Live Good as a medical-oriented and premium brand.



Mindful CSUSM, Office of Inclusive Excellence

Justin Rodel Galvez, Daniel Kerzie, Lisbet Ruiz, Karen Vo, Victor Pringle
Advisor: William Burns, Ph.D.



Mindful CSUSM requested a marketing plan to increase member population, social media outreach, and campus awareness. The team conducted research with surveys, a campus life analysis, and participation in Mindful CSUSM events to further develop marketing recommendations. The team then curated a marketing plan that consists of recommendations and promotional materials for Mindful CSUSM to implement in the next semester.

Misadventure & Co.

Samatha Burnett, Stephanie Gordon, Melina Heredia, Courtney Mee, Austin Monfort
Advisor: Scott Landow, MBA



Misadventure & Co. is a San-Diego based sustainable craft vodka distillery that tasked the team with determining the best methods for attracting customers to a future tasting room. The team's methodologies included interviews at local breweries and distilleries, as well as research in how to establish a customer membership program in accordance with regulations of the craft distillery industry. The team then comprised a list of key recommendations, which included a tiered membership program, creative food incorporation, and promotional events.



Moody Creek Winery

Alisha Blush, Brett Cross, Rebecca Estes, Mindy Guardado, Savannah Vader
Advisor: Kevin Hee, Ph.D.



Moody Creek Winery wanted to research the viability of opening a \$10 million dollar wine processing facility, restaurant, tasting room, and event space in Bonsall, CA. The team used multiple sources of information including phone interviews, database research, and financial analysis of the relevant industries. The team delivered a report consisting of an analysis of the industries, competitive analysis of all streams of revenue, and a pro forma income statement.

NONIKO

Alfredo Aguirre, Brandi Bemoll, Marija Winona Estanislaio, Oscar Reyes, Adilee Walters
Advisor: Bennett Cherry, Ph.D.



NONIKO Skincare was in the process of launching a new brand that was more gender neutral and eco-friendly. The team researched the company and the industry to properly target the consumer base for the brand's new sustainable deodorant. A social media marketing plan was curated to launch the new brand of Quest Body.

Outreach for Nazareth Orphanage

Lynette Abugan, Victoria August, Demetree Dimick, Reina Tiffe
Advisor: Peter McLaughlin, MBA



Outreach for Nazareth Orphanage was trying to increase awareness of the fundraising campaign, "Girls Everywhere Matter." The team conducted research on various social media channels and platforms that provided specific tools for non-profits to share their message. The final recommendations included implementing a digital marketing plan and hiring a social media manager.



Panorama

Dom Antonacci, Tigran Demirdjian, Joseph Fusco, Tanner Olthoff, Alexander Wall
Advisor: Kristin Stewart, Ph.D.



Panorama is a non-profit that has struggled to promote the use of its free venue space to other non-profits. The team executed an extensive marketing campaign implementing multiple strategies including social media, non-profit visits, google ads, and more. The team left Panorama with a specific set of rules on how to manage these different marketing tools for the future.

Parametrica

Brandon Dalton, Carson Havlik, Anh Nguyen, Alexandria Rodriguez, Jessica Willis
Advisor: Sam Clarke, Ph.D.



Parametrica's mission is to help reduce the illegal poaching of elephants for their ivory. The team conducted interviews and industry analysis to learn about customer attitudes towards ivory. The team recommended a business plan that proposed a portion of profits going back to saving these animals.



Pawsitive Teams

Joan Altoveros, Maria Fernanda Corona Aguilar, Cassie Victoria Ignacio, Chad Kuboyama, Jenny Luu
Advisor: Steve Zera, Ph.D.

Burnham Leadership
Experience Project

Pawsitive Teams is a 501(c)(3) non-profit organization with programs for service and therapy dogs. The non-profit wanted to expand its social media presence, increase awareness of the organization, as well as create a three-year strategic plan. The team provided a social media audit, planned a fundraising event, and obtained a free financial internal audit for the organization.



PKC Kuebler, APC

Matthew Abrahamson, Beatriz Arellano, Jaime Morales, Jarrett Toomey, Justin Waters
Advisor: Dick Lansing, MS



PKC Kuebler, APC, a full-service public accounting firm, asked the team to analyze the company culture in order to identify the company values and integrate them into a new marketing strategy. The goal was to create a more welcoming business environment without the clinical feel that accounting firms typically portray. The team delivered the top five values of the organization and marketing materials for PKC Kuebler, APC to use when meeting with new partners and clientele.



Pro-Cal Lighting Inc

Aidali Arias, Don Conibear, Kim Gearhart, Jennifer Harris, Ahmad Spesally
Advisor: Matthew Tasooji, MS



Pro-Cal Lighting Inc. had been experiencing problems with data collection and data integrity from information gathered at site audits. The team conducted a software industry analysis, third-party solution provider analysis, and in-person interviews with industry professionals. This information was weighed against matrices to determine the optimal solution and resulted in the team recommending that Pro-Cal Lighting Inc. use a specific third party software program.

San Diego Brewers Guild

Hussain Aumari, Kaitlin Guerra, Michael Martinez, Emily Melendez, Dominic Sands
Advisor: Todd Colburn



San Diego Brewers Guild is a non-profit organization that helps market over 130 craft beer companies in San Diego. This semester, the team focused on creating a target sponsor list for them to use for future events. The team also offered recommendations on how to attract the Millennial generation to their events.



San Diego Business Journal

Nathaniel Garcia, Rachelann Gustin, Nicholas Post, Preston Royal,
Amanda Wilens Advisor: Todd Colburn



The San Diego Business Journal (SDBJ) and Cal State San Marcos partnered again to track the confidence level of local businesses. The team collaborated with local industry associations, as well as used available and purchased business email lists to administer online surveys. From this data, the team generated confidence diffusion indices for general business, tourism, craft beer, and the aerospace and defense industry. The SDBJ plans to publish the continued positive results in May 2019.



San Marcos Chamber of Commerce

Omar Ayoub, John Dellario, Anna Gonzalez, Zaidoon Sarsam
Advisor: Bennett Cherry, Ph.D.



In efforts to increase online exposure, the San Marcos Chamber of Commerce wanted to maximize its social media presence. The team conducted online research and analyzed local chambers to discover effective tactics for the San Marcos Chamber to implement. The team delivered an array of recommendations and best practices for the chamber to maximize its social media presence.



Sea Breeze Properties

Thomas Compas, Bryce King, Cole Maki, Krista Sacco, Kendall Short
Advisor: Clark Avery, MBA



Sea Breeze Properties' objective for the team was to conduct research and create an informed strategy to guide marketing decisions and uncover new opportunities to better serve the community. Using primary and secondary research, the team conducted surveys and followed up with a competitor research analysis. With this information, the team was able to provide Sea Breeze Properties with relative feedback on consumer behavior and competitive place-making strategies.



WineVersations - SIP Wine and Beer

Noah Henwood, Neema Guivian, Jacob Meche, Jael Nava, Talia Antoniou
Advisor: Sam Clarke, Ph.D.



SIP Wine and Beer, a wine bar located in Escondido, CA, was struggling to identify target consumers and position itself effectively in the online social space. Through customer discovery and creative strategy, the team was able to develop a rich description of the target demographic and how to reach that demographic via online social media platforms.



Solar Shower

Carson Luna, Erika Martin, Thomas Walters, Talon Watkins, Richard Werme
Advisor: Chetan Kumar, Ph.D.

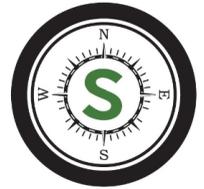
The team was tasked with the development of a business and marketing plan for Solar Shower, LLC. To complete this project, the team conducted research and surveys to determine the target market and the viability of the product. The team recommended that the company build a partnership with a local manufacturer such as Hunter and use the marketing campaign for social media integration and print advertising.

SOLE Effects

Collete Jones, Larisa Kolyvayko, Jordan Posvar, Josue Ramos Morales,
Alma Villa
Advisor: Peter H. Antoniou, DBA



SOLE Effects, a nonprofit organization, created one of the first cross-age peer mentorship programs in the country called SWITCH Adventure, which connects college-aged mentors with 9th-grade students. The team developed a growth plan to scale the SWITCH Adventure program from its current size of two schools to multiple schools in San Diego County. It also proposed funding solutions for sustainability, means for marketing presence, and developed promotional material for recruiting mentors, schools, and sponsors.



Sony

Cory Charlton, Diana Lam, Leonardo Leon, Demetrio Ortega, Krystal Quigley
Advisor: Peter H. Antoniou, DBA



Sony's goal was to improve accounting and reporting efficiency by analyzing tasks that could possibly be automated, estimating the value of the proposed automation, and identifying future technological trends. The team conducted vendor interviews, analyzed case studies, and conducted research to gather tangible data on Robotic Process Automation, Artificial Intelligence, and Blockchain. The team detailed where Sony should begin using automation, applied implementation strategy, future trends, and provided a vetted list of vendors.



Sony

Evan Asaad, Ethan Hatch, Kevin Parker, Mitchell Poselenik, Austin Webb
Advisor: Emily Tarr, Ph.D.



Sony Electronics tasked the team with observing a variety of methods to improve employee engagement. Through analysis of recent internal poll data, the team found that Sony could improve in four main areas: opportunities for career growth, management of poor performers, work-life balance, and feedback from within the company.



The BITS

Izaac Lage, Arasto Mujaddidi, Timothy Jackson, Brandon Williams
Advisor: Sam Clarke, Ph.D.



The BITS, The Behavioral Intervention Tracking System, wanted to determine what methods autism caregivers are using to collect data and the cost to develop an app. The team conducted surveys to see what data-logging methods caregivers were using and a financial forecast to discover the cost of creating an app. The findings showed that data logging could be improved with an app and that there is market demand from this unique industry.





The Full Cup

James Bennett, Adrian Carranza, Brandon Hartsock, Matthew Henderson,
Vanessa Sengthean
Advisor: Sam Clarke, Ph.D.

The Full Cup is a European bra-fitting salon that educates women on the importance of a properly fitting bra. The company tasked the team with analyzing the current market and discovering clusters within the customer base. The team also developed communication tools for attracting future investors and customers.



The San Marcos Promise

Justine Goodrich, Sierra Loreda, Andrea MacDonald, Nicole Rafalik, Jessica Ramy
Advisor: Scott Landow, MBA & Mohammad Sebt, Ph.D.



The San Marcos Promise recognized that the path of its current scholarship program was not fulfilling the vision that 100% of its high school graduates attend college. Therefore, the organization established a new objective to address the needs of non-college bound students. The team assisted in the development and implementation of a summer culinary internship program. This process included industry research and interviewing employers to ensure student placement.



TRI-AD

David Arango, Christina Gawrych, Miriam Madrigal, Sean Shimada, Eric Solis
Advisor: Gayle Belch, MBA



TRI-AD's purpose is to enrich the health and financial well-being for all. The team's project was to conduct primary and secondary research in the form of interviews, market research, and competitive analysis to better understand the industry. The team created a 6-month content calendar, templates, and a "how-to" social media marketing guide for using LinkedIn advertising effectively.



Trips 4 Change

Anthony Hernandez, Lily Mendoza, Emily Ray, Shane Rutter, John Weber
Advisor: Sam Clarke, Ph.D.



Trips 4 Change challenged the team to take the startup idea from a concept to a complete business model. The team focused on customer discovery, pitch videos, and a final pitch presentation to help with startup efforts. With these resources, Trips 4 Change has a better idea as to whether the company would be feasible.



UniHear

Joseph Deguzman , Timmy Duong , Andrew Fang , Cheryl Nguyen , Gustavo Rodriguez
Advisor: Clark Avery, MBA



UniHear is a startup company that helps businesses better serve the 20% of their customers that suffer from hearing impairments. UniHear chartered the team to create a marketing plan, sales pitch deck, social media campaign, and financial plan. The final recommendations provided by the team will help UniHear accelerate its business.



Veterans Medical Research Foundation

Lauren Buckler, Kathryn Dick, Trevor Kist, Liam McDonough, Jaydon Patillo
Advisor: Gayle Belch, MBA

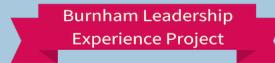


Veterans Medical Research Foundation challenged the team to recreate the brand logo and company name in order to increase brand awareness and better represent the organization. Secondary research was conducted by creating a brand analysis, competitive analysis, and industry analysis. Primary research was also conducted through employee interviews and survey testing of potential logos and names. The team provided two new name options including the Institute for Veteran and Civilian Research (IVCR) and Research Institute for Scientific Exploration (RISE). Both included corresponding logo designs.



Voice for Heroes

Erick Cortes, Ziqi Feng, Dustin Gibbs, Vivi Thuy Nguyen, Oscar Valdez
Advisor: Nina Woodard, MBA



Voice for Heroes gives veterans a chance to have their voices heard by sharing their experiences through media projects. The team assisted the nonprofit organization in giving a voice to heroes by creating a customer relationship management (CRM) system to manage potential donors more effectively.



Wise Living, Inc

Trevor Haywood, Frank Hernandez, Carolyn Hetherton, Vanessa Madruaga, Gabe Mendoza
Advisor: Eun Kang, Ph.D.



Wise Living Inc. tasked the team with expanding its B2B market base on the east and west coasts, in addition to identifying cost-effective ways to enhance its online sales platform. The team researched and targeted cities on each coast to handpick businesses for the clientele database, as well as examined numerous online platform options. The team then supplied Wise Living Inc. with a database of selected businesses and options to bolster its online platform.

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