BUSN – Assignment:

Provide a Term Project Paper for a diversification project to enter the canvas painting and framing market segment. The established company for the project is Macoy Publishing and Masonic Supply Co. (APA (7th Edition), 10 pages in length, excluding Title, Reference, and Appendix pages) Provide background information, analysis, recommendations (Rationale), and provide key points or main idea for the project (Thesis). The Recommendations/Discussion should be answered: How can the project or new products and services assist the company create value? What specific recommendations are viable for improving the value for stakeholders?

Write a Project - Term Paper (APA 10 pages) for Macoy Publishing and Masonic Supply Co. which covers the company's (No Plagiarism - Turn It In) History and diversification (Painting and Framing) into the market segment (Overview), Analysis (SWOT, PESTEL, Five Forces, Key Factors for Success or Failures, and Use of Operations and Supply Chain Management) Format (Example): Title Page, ABSTRACT, Executive Summary, Introduction, Literature Review, Methodology, Conclusions and Recommendations, and References, and Appendix (Gantt, Budget, etc. (***Required***))

Summary of Assignment Goal:

I have chosen to build on the company brand of "Macoy Publishing and Masonic Supply Co." I have done business with this company for many years personally and through numerous Fraternal Organizations I am a member of. There has been a market segment and consumer base interest that I believe the company has not engaged for diversification of products to create value to the firm's stakeholders. I believe the sale of paintings and framing opportunities would be a viable addition to the company to create value to its current and future markets. And the potential consumers that are not currently fraternally affiliated with the company's mission, core value, and products of sale could have the opportunity to get a product of value to meet the need at a competitive price point.

The paintings would bring a product of reflection and luxury to homes etc. instead of the current practice of simple pictures. And the framing concept to provide a variety of options to paintings and pictures could energize sales, including a new look to consumers for the creation of value to stakeholders and the market segment.

Macoy Publishing and Masonic Supply Co:

Current Product Reference: https://www.macoy.com

History Reference: https://www.macoy.com/History.aspx

Micheal's Framing (Example Business Model):

https://www.michaelscustomframing.com/homepage?lang=en_US&cm_mmc=SearchBrand-_-google-_-MICH_Search_US_Acquistion_CustomFraming_N_Branded_Exact_N-_-

Online+Custom+Framing+-+Frames&kenshoo_ida=custom_framing&kpid=go_cmp-324265931_adg-102176548947_ad-426362904141_aud-1077825608377:kwd-367453527736_dev-c_ext-_prd-&gclid=Cj0KCQjwiNSLBhCPARIsAKNS4_fTwYozyxiUMkU3dsuu9PJ_7jsxjtYtcqf8wI5C65AsGg_CPuYqaJEaAvqvEALw_wcB

Term Project Paper Assignment Criteria:

The project should include the following elements:

- Project Charter elements:
  - Project team (including functional managers)
  - Statement of Work (including goal, scope of work, location, period of performance, deliverables schedule, standards, acceptance criteria, special requirements, type of contract)
- Gantt chart (Project Management Software) – example https://www.projectwizards.net/en/merlin-project

- Supplier identification methods and results (how did you find the suppliers?)
- Contracts negotiations and selection
- Vendor selection matrix
- A written contract for a good or service, informed by scope of work, including relevant clauses
- Budget

Budget Development (Separate Document):

Construct a working budget for the project using Microsoft Excel. Request quotes from your preferred suppliers discussed last week, or search for publicly available commercial products that would serve your purpose and presume your company receives a 50% discount off retail pricing. If you are unable to obtain reasonable salary/compensation rates, use $25/hour as a baseline for all parties. Use your local tax rate. Include reference sites with your preferred product on a second tab within the workbook.

Use the spreadsheets reviewed in this week of class as models for developing your budget. Build in appropriate formulas and calculations.
This assignment will be submitted for an independent grade. Then, incorporate the completed budget into the final term project paper for the end of course grading.

PowerPoint (PPT) Presentation (Separate Document)*:* a short professional presentation (PPT (8 to 10 pages)) overviewing the paper—consider this as an abstract for the paper, ensuring to outline the most important facets of the diversification project for the company (Statement of Work), Gantt, project managers (Team), and objectives/phases, budget, supply chain, vendor matrix, contracts, and value creation.