

# BCOM 314 Project Manager Update #1 - Team 72



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to Michael, arelysotelo, emilydebolt123, savannahwatson, nriedemann, smr8 ▾

Good afternoon Michael,

I hope you are doing well. We appreciate you taking the time to help us out as our Project Manager. Below is an update of what we (Team 72, The Deal Makers) have been working on to include in our consulting project with The University of Arizona BookStores. This will give you an idea of what we need to accomplish before our Progress Presentation on March 4th.

Currently, we've been compiling questions to include in our survey regarding what students think of UA BookStores. This will include demographic questions, feedback on what they would like to see in UA BookStores, and how sustainability efforts could impact their purchasing decisions. We plan to have this completed by Thursday so we can get your approval and start sending it out to current students. We hope to receive around 100 survey responses from students over the next few weeks.

In the next week, we will be asking permission to reach out to local companies. This will allow us to learn more about their current sustainability programs and/or how they could benefit from UA BookStores buying local. This will help us compile strong primary research to enhance our project. We will also be looking at initial survey responses to field how students are engaging with our survey.

Over the next few weeks leading up to the Progress Presentation, we will be researching how a potential pop-up thrift shop could play a role for UA BookStores' "buying local" initiative. We will have to know the potential costs and practicality of this under any circumstance that may arise in the spring 2022 semester. We can also begin to analyze the survey feedback to use in our Progress Presentation and eventually Final Presentation.

In addition to collecting survey responses and looking for potential business partners, my team and I are consistently carrying out secondary research to augment our consulting project. Please let me know if you have any questions.

Thank you,

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