



NetWork News

A Center for Simulated Business Services Newsletter

Vol. 13 December 04

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Valuable Interaction

New Network Members

Join us in welcoming our new network members listed below who are working hard at getting their businesses up and running.

Lights, Camera, Ads, Inc.
Matawan Regional High School (NJ)
Contact: Alex Ford
Teacher email:
aford@marsd.k12.nj.us
Product: TV and cable commercials

Favor-It, Inc.
Passaic Valley High School (NJ)
Contact: Melissa Monte
Firm email:
FavorIt_IBPF@yahoo.com
Product: party favors

International Occasions, Inc.
Mercer Vo-Tech Sypek Center (NJ)
Contact: Camille Rainiero
Firm email: IBPF4IO@mctec.net
Product: event planning and catering

Getaway Cars
Morris Knolls High School (NJ)
Contact: Rob Geary
Firm email:
getawaycars@mhrd.k12.nj.us
Product: rental cars

Boxes, Inc.
Waukesha Technical College (WI)
Contact: Greg Zinda

Firm email: boxesinc04@yahoo.com
Product: boxes and shipping supplies

Stephen Hill, new IBPF instructor at Wayne Hills High School (NJ), can be reached at 973-633-3113.

Happy Holidays!



B-Gone Travel Inc.



At B-Gone Travel our goal is to provide more than just a trip but a travel experience. We strive for excellence in every package we sell. Although our company was temporarily dormant, we are now making great strides in accomplishing our goal, with our five departments Marketing, Finance, Sales, Human Resources and the Employee Motivation and Development (EMD) Department.

The EMD Department, which is newly organized this semester, has seamlessly become an integral part of this com-

pany. Their new duties include mentoring, coaching, training and development of the employees while empowering them to achieve their highest company goals. They have moved toward these duties by creating awards programs, motivation programs, and surveys to determine how they best can help each employee.

The Sales Department, which has been understaffed all semester, is diligently working hard to handle all incoming sales. Nevertheless they still manage to fill orders in a timely fashion, and create new and entertaining packages too, while managing sales of the current packages found on our website.

The Human Resources Department has also worked hard this semester in keeping the company together. They have kept everyone aware of everything through the well organized staff meetings, improvement of the employee manual, and by keeping track of all the employees' information including their e-mails, personal information, and contact information.

The Marketing Department has been able to keep the business coming in for our company. They have managed to do this through the use of various marketing techniques including a completely updated website, creation of a catalog, various flyers and customer contests which include a \$1,000 shopping spree, a weekend getaway, and free tickets to a Broadway show.

Finally, the Finance Department, which has been the back bone of our company, has worked hard to maintain and organize company sales and transactions. They have kept the money channeled everywhere it needs to be. They have managed this threw a solid employee payroll system and efficient budget.

Our company has made great progress over these last couple of months to advance B-Gone, but we do all this while keeping the consumer a top priority. Our customer service is second to none because at B-Gone you are not just a number in

a computer but a name we know and respect.

1200 Old Trenton Road
Trenton, NJ 08690
B-Gone@mccc.edu



Do you need a way to show your company pride? We at "Em" Sports Apparel can help you by embroidering your company name or logo, employee names, or team name on a garment you purchase from our company, or if you prefer, one that you send us. Our product selection is extensive, including: hats, sweat-shirts, tank tops, sweatpants, and even towels. Our products are of outstanding quality, and what better way to say "This is me!"

We offer professional embroidering at local shop prices. We are continuing to expand our design choices, and now include seasonal designs along side our various sports logos. We are hoping to add the outdoorsman sport line soon. This is a great opportunity to promote your particular firm to others, or to simply add that extra touch to your garments.

"Em" Sports Apparel operates out of Northcentral Technical College in Wausau, Wisconsin. Our firm, this semester, consists of 6 students from the Administrative Assistant and Accounting programs. We are divided into five departments; Accounting, Human Resources, Marketing, Office Administration, and Purchasing. All of our employees play an integral role in providing you with the best product possible.

Check out our products and embroidery services at <http://ibpf.ntc.edu>. We can be contacted by e-mail at em.sports@ibpf.ntc.edu, or by phone at either 715-675-3331 Ext. 5587, or 1-888-682-7144 Ext. 5587.

You can also send us faxes at 715-675-9776. We can be reached Monday and Wednesday afternoons from 1:00 p.m. to 3:00 p.m. (Central Time) to answer any questions you may have.

"Em" Sports Apparel
Northcentral Technical College
1000 W Campus Drive
Wausau, WI 54401



by Donna Davidson

Increased Trading

Many network firms increased their sales this fall semester by following the adage, "you scratch my back and I'll scratch your back".

So, remember--if a firm buys from you, then be sure to buy from them. This is the key component to keeping the market activity strong in our virtual world. Good job!



Passaic Valley High School

In the past few months our company, Favor It, Inc. has completed a great amount. We began by going through the hiring process in which the employees made resumes and were interviewed. Based on the employee's area of skill and interest, they were put into one of five different departments: the Marketing department, Purchasing department, Financing department, Technology department, or Human Resources. The different departments then split up and began to work on the foundations of our company.

Members of the Marketing department successfully completed surveys providing us with consumer research. The Purchasing department found the building in which we plan to rent for our

business. The Financing department has worked on numerous projects. They decided that it makes sound financial sense to outsource our product. Creating a web site has been the main job of the Technology department, and it is nearly finished. The Human Resources department has begun work on our employee manual and has overseen the workers of every department. They are currently preparing for their upcoming workshop on "Teamwork-- How to Get the Job Done."

In order to get a full understanding of Bromilows, the company which we are shadowing, we took a tour of their store and production facilities. Our company learned so much information about how the business is run and what is done to sell the products. Favor-It, Inc. is anxiously awaiting the upcoming New York virtual trade show in April 2005.

A Positively Childish Survey

By: Paulette Gates, Radiant Care, Mercer County Community College

The goal was to survey 10-15 year olds to see what they want from our Johnson & Johnson products. We wanted their ideas of the ideal products. So, I scheduled an appointment at my daughter, Elisabeth's sixth grade class. The students filled out a questionnaire as I set up for the survey session. A co-worker, Patricia, suggested this questionnaire. It had great riddles that the kids found fun and humorous. It was a nice icebreaker.

I started the process by modifying the survey created for adults. For example, the kids were asked if their choices were taken into consideration when it came time to purchase the products used for their personal care? This was just the written survey!

I also did hands-on using pictures. After hanging individual pictures of the products that were printed out from the Johnson & Johnson web site, I had a "helper" (one of the

students) pass out 4 miniature post-it notes to each child. I then asked the children to write on the first post-it, "product", and explained that I wanted them to stick the post-it onto the picture of the product that they liked most of all. On the next post-it note I had them write, "scent" and stick it on the product whose scent they would like the most. The third post-it they wrote, "package". I explained how I would like for them to choose the picture with the bottle or container that they liked the most and would like to have there favorite products sold in. The last post-it was for the "most familiar". Here the children were told to stick onto the product they knew of and were most familiar with, either by using it themselves, or someone else in the house.



Radiant Care Employees

A third survey was a See, Smell, and Touch type of survey. I laid out some of our products on a table with a note card taped down next to it. On the note card was a question with two answers to choose from. The students were asked to check out the products and read the questions that pertained to it. They were asked to put a tic-mark under the answer they choose.

And as a final bit of info-finding, I had each child write on a 5 x 7 note card any thing they felt like telling us about our products that would make our products better for them. I let them know that they would be representing all of the 10-15 year old kids, and that they should be as open and honest with their ideas and input as the can be.

Over all, the kids enjoyed the survey session, and were given a trial

size powder or lotion. The teacher enjoyed the opportunity to have her students involved in a study group, and will be grading me on my efforts.

Getaway Cars, Inc.: Open for Business

A new company on the block is open for business

First Report.

Getaway Cars, Inc., Morris Knolls High School

From the beginning of the 2004 school year, the newly named and opened Getaway Cars, Inc. has been working to get its feet on the ground. Our departments have been working on purchasing cars, lots, and an office, while also creating a comprehensive business plan to use these new purchases effectively. Our new catalogue is being created and will be available to the public shortly. Getaway Cars, Inc. is thrilled to be a member of the MCCC program and looks forward to a successful, and hopefully profitable, first year.



Streamline Trading Activities

by Carol Weber



In the practice firm, the employees become consumers of the products and services offered in the virtual market. Encouraging and/or requiring

students to purchase from the other firms is critical to the success of the network. Your firm will enjoy a marked increase in sales when its employees are active consumers in the network.

Following are some guidelines for efficiently trading with your partners:

- ✚ When “employees” complete an order form from another firm, the employee should put his/her real or alias name as well as the firm name on the form. This enables the receiving firm to keep track of the firms they are doing business with as well as enabling the firm to send an invoice to a specific person.
- ✚ Firms should be sure to place a number on their customer invoices in order that they can be tracked by both the firm and the customer.
- ✚ Firms should attempt to invoice the customer within two working days. On average, this should be within one week.
- ✚ Customers should make payment through the CSBS bank upon receipt of their invoice—again within two working days. In order to set the firm up as a payee, the customer needs the firm account number as well as bank affiliation.
- ✚ All firm invoices and order forms must have correct information—check to see that the fax number, email address, web address, etc. are current. Do not use old and/or outdated forms.
- ✚ Once the customer receives an invoice for their purchase(s), the employee should go into CSBS bank to make payment. In the “memo” area for payment, the employee should put the specific invoice number they are making payment on so the receiving company can accurately track the payment.

- ✚ Teachers should initially monitor the process of buying and selling to insure that documents and procedures are handled accurately.
- ✚ If it becomes necessary to check on a firm’s bank and bank account number, this can be done using the Clearing Center Client software where all firm’s banking information is indicated.
- ✚ When firm’s record payment from their customers, it is important to record the payment referencing the customer name, firm name, and invoice number.

Check this out!

Some helpful and interesting websites for students and teachers:

- www.globaledge.msu.edu – Global Business Knowledge
- www.ita.doc.gov - International Trade Administration
- <http://europa.eu.int/euro/entry> – Euro Information
- www.exchangerate.com – Currency Exchange Rates
- www.bplans.com/ma - Marketing and Advertising

Dates to Remember:

IBPF Teacher Training—
February 24 & 25, 2005

New York Trade Fair—April 7 & 8, 2005

Europen Meeting at Mercer--
April 10, 11 & 12, 2005



Happy
Holidays