



## What's In This Issue?

1. CSBS Growth
2. Student Articles
3. The Faculty Forum
4. ComChat
5. Dates to Remember



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# Welcome New Firms

## CSBS Growth

Mercer's network presently consists of 39 practice firms in 29 schools in 12 states. Please join us in welcoming our new members:

CasuAll and Team Threads (two firms)  
S. Brunswick High School (NJ)  
Teacher: Chris Mitchell  
[cmitchell@sbschools.org](mailto:cmitchell@sbschools.org)

Wayne Valley Office Supplies  
Wayne Valley High School (NJ)  
Teacher: Donna Bykowski  
[dbyk@aol.com](mailto:dbyk@aol.com)

Razzle Dazzle Travel  
Gloucester City High School (NJ)  
Teacher: Annette Beckerman  
[msbeck9698@aol.com](mailto:msbeck9698@aol.com)

In addition, we have new folks in the Wyoming Tech Prep Consortium ready to join us in the spring 2004 semester. We will pass along their contact information at the start of the new semester.

We are also looking forward to students from various schools re-joining us for the spring 2004 semester of this academic year. Rockland Community College IBPF students will begin their spring semester in a brand new, dedicated room and will host a Grand Opening to celebrate. We wish them continued success in the program.

Hearty congratulations to all of our IBPF students upon completion of the IBPF program! We hope your future success is, in part, due to the learning that took place in your IBPF class.

Congratulations to our teachers for your tremendous efforts in planning and implementing a creative learning environment. As a result of your tireless efforts, more and more "informed" students are ready to join the workforce in our country. Also, as a result of your efforts, more and more students possess the skills needed for life long learning. That's a tall order to fill. We truly respect your dedication to your students and hope that you will continue to work at making the business world a better place—one IBPF at a time.

Happy Holidays!



B-Gone Travel, Inc. is a virtual travel agency that is part of Europen, a database that helps virtual companies do business with each other. We at B-Gone Travel, Inc. take pride in our work and we will do all the planning for your trip. Our slogan is "When you think travel, think B-Gone Travel." Our company consists of four departments which are: Human Resources,

Finance, Purchasing and Marketing. We work side by side making our operations flow smoothly.

The Marketing Department has come up with many new ideas. They are putting together a Marketing Plan to help with new growth. Their marketing campaign consists of flyers, e-mails, and radio ads.

Currently the Purchasing Department is putting together trips to Tampa, Pebble Beach, the Olympics and Rome, etc. They have put together a sales binder and a package binder to organize our company's trips. They also developed Order/Confirmation Forms to help organize and relate information within the company.

In our Finance Department they have learned to post entries in Microsoft Excel and Quick Books. They have also mastered transferring money in to and out of B-Gone Travel accounts.

The Human Resources Department this semester has increased our service seminars. They implemented the "Employee of the Semester Ceremony" to be held at the end of the year, and has given incentives for being on time. Also, HR is in the process of distributing floppy disks to every department to organize important files. This is necessary so that files are not lost during the transition from one semester to another. Furthermore, they plan to increase employee's awareness of violence and safety in the workplace.



Team Threads is a start-up company from South Brunswick High School. We specialize in customizing and selling sports jerseys and fitted caps from your favorite professional teams. For those who want an individual touch, jerseys can be personalized with name, number, team, and color.

In the near future we will be producing a website which can be accessed by interested IBPF customers. In the meantime, if you wish to contact us for a product and pricing catalog, please e-mail us at [teamthreads@yahoo.com](mailto:teamthreads@yahoo.com) or write to us at Team Threads, c/o South Brunswick High School, 750 Ridge Road, Monmouth Junction, NJ 08852.

We are very excited to be part of the IBPF network and look forward to your comments, questions, and business.

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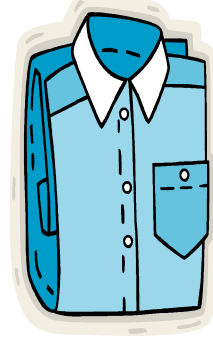
### Presenting CasuALL

Starting in September, the 4B business class of South Brunswick High School has worked diligently toward debuting their promising clothing company, CasuALL. After splitting up into five departments (Human Resources, Finance, Marketing, Sales, and Technology) the effort and devotion of all nineteen students has resulted in CasuALL's successful start.

Starting CasuALL has been a strenuous task. Careful consideration and much discussion have been put into such areas as the product line and the company's name. To determine our product line, the firm debated over five other popular suggestions. After carefully noting the advantages and disadvantages of each, the firm came to a group decision to choose a clothing line. The firm acknowledged that clothing and fashion play a pivotal role for today's teenagers and young adults, our main target market. Therefore, we reasoned, the demand for clothing and fashion would be a major advantage for our company.

Once the company came to a consensus on its target product, the firm had to decide on a name. After careful consideration, the company concluded that the name should reflect a general audience since everyone has their own unique way of expressing themselves through fashion. Keeping this in mind, the firm came up with several names... but

CasuALL stood out. Our name denotes everything that we wanted in a name... CasuALL will be a "brand name for all" from a company united as one.



If you would like to learn more about CasuALL, please contact us via email at [casuall@g2gm.com](mailto:casuall@g2gm.com) or by mail at CasuALL, c/o

South Brunswick High School, 750 Ridge Road, Monmouth Junction, NJ 08852.

Looking forward to doing business with you.

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### Radiant Care Shares Techniques for Customer Contact

Radiant Care, Inc. has grown immensely from the first day. The student employees understood from previous classes that making contacts with other firms, domestically as well as internationally, was a large problem. Although it took a lot of time and effort, RCI has since alleviated this problem. The idea that helped the most was to send mass amounts of emails on a daily basis. The basic concept that underlies this procedure, is that the more attempts made to contact people, more responses will be received. In order to do this, the Marketing Department decided that it would be quicker if a basic email was created to be sent to everyone--only needing to change the email address in order to send it multiple times. All in all, about 100 emails were sent per day. Even though the contacts were not eager to respond at first, the Marketing Department, along with the rest of the company, was not discouraged. Now, RCI has approximately fourteen international contacts. It is obvious that all one needs to do is be persistent without being discouraged by the emails that are not delivered, received, or ones that do not yield any response.

## Meet the Radiant Care, Inc. Team



AT RCI, it is believed that in order to run a successful business, one must create a relationship with the customer. The company believes that this holds true on a domestic and international level. A shortcoming, however, is that most international company's feel awkward about making contact fearing their English is not acceptable. RCI then took the initiative to compile a list of key phrases in each language and added them to company emails to make our international customers feel more comfortable about contacting the Radiant Care, Inc. This attempt to break down the language barrier has yielded nothing but excellent responses from our international consumers, and the firm would highly recommend that anyone trying to reach an international market try this idea.

Last semester, at the trade fair, an employee from Radiant Care Inc. purchased an ad in an international sales magazine called "Illustra." Although the purchase was made last semester, it was our responsibility to come up with an ad that would tell people in a concise manner, what RCI is and what the company does. This was no easy task. In order to appeal visually to the consumer market, the Marketing Department created an ad of a bubble bath with vital company information inside the bath tub and some of the bubbles. The ad was then sent and a great response is expected once the ad is published.

Every successful company must be recognized and remembered in order for the sales to come rolling in.

The goal is to ensure that when a customer walks through the store and is contemplating on what products to buy, that when they immediately see a Radiant Care product, the customer will automatically recall important facts regarding the product such as quality and the people-friendly company that distributes it. With a catchy slogan, this idea would be implemented. This was a tedious and pressure-filled project. After countless hours of researching the development of a slogan, the company as a whole decided on a sentence that was original and pertaining only to Radiant Care. Ultimately, the slogan that was agreed upon was, "Look good, here, there, everywhere...with Radiant Care." If the slogan is remembered only by five percent of our customers, it will have made it all worth while.

In all, this company has come along way since the start of the semester. It has suffered trials and tribulations, but it is still here and growing at full speed. This has been a learning experience for many, and a step toward the future for all. Radiant Care, Inc. employees take great pride in their work, and it shows in all of the areas that it should.

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## The Faculty Forum

### Tips for Trading

One of the common problems in the simulated world of "International Business Practice Firms" is getting network and international partners to actively trade. First, let's look at some of the obstacles: differences in time zone, academic calendar, program level, and language; and an artificial market, i.e., as "businesses" your firm does not "need" most of the items that are offered in the market. Although these are certainly "obstacles," they do not hinder the valuable benefits of this program for the students. Instead the "obstacles" can be teaching and learning opportunities.

Several of the CSBS network firms have been successful getting the trading to take place. Some of the techniques that these firms have used are:

- "Requiring" student employees (as consumers in the market) to make a fixed number of domestic and international trades per quarter or semester.
- "Trading" with firms that are "trading" with you.
- Using email or snail mail to make initial contact with firms before trying to "trade" with them. If you get a response, you know they are "there."
- Making a list of "preferred" vendors and customers.
- Never giving up making contact. If you do not get a response, move on to the next email or name on the list.
- Responding immediately to all contacts made. As in real business, this creates a "lasting" and "trusting" relationship.

And finally, business contacts and relationships in the real world take considerable time and effort to establish. Some of the CSBS firms that have been in "business" for a while are beginning to reap the benefits of their efforts—but it does take time.

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## Fine Tuning Communication

Better know as:



Image is everything these days. It affects the type of stores in which we choose to shop, the type of restaurants in which we choose to eat, the type of clothes we choose to wear, and also the type of businesses with which we choose to do business.

What is the image of your business—your IBPF? What image does it send out to the other IBPFs in the network?

Are your surveys and sales flyers businesslike and professional in appearance? Do you take extra effort to choose businesslike and professional words for your email messages and letters to customers?

If you can answer “yes” to the questions above, then the image of your IBPF is positive and businesslike.

Remember, the extra time and resources you put into making all of your IBPF communication businesslike and professional, the more success you will achieve now and in the “real” business world. And we hope you achieve much success!

**Donna Davidson**

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## Check Out the CSBS Website

The new CSBS website is “up and running!” We hope that all students and faculty have had a chance to view it and to see what it has to offer. Most of the forms that you need to use to communicate with CSBS are included. You can complete these forms and then send them to us as email attachments. There are several sections to the website. Two of the areas are password protected for the members of the CSBS network. If you do not already have your passwords, contact [csbs@mccc.edu](mailto:csbs@mccc.edu).

Some of the other information you will find:

- Help with using the CSBS bank.
- Directory of other domestic firms.
- Directory of international central offices.
- Information for “downloading” European software.
- Information about export documentation.
- Program information to share with others who might be interested.

In early February, CSBS will be sending you information on how to set your firm up to buy their product for resale to other firms from the CSBS Vendor Market. This will be an online feature for our network members. We are in the “testing” phase of this new feature right now.

After visiting the new site and working with it, we encourage your comments and suggestions on how we can make it better. So please make use of it, and let us know what you think.

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### *Dates to Remember*

***IBPF Teacher Training—***  
February 26 & 27, 2004

***Best Practices Program—***  
April 23, 2004 at Mercer County Community College. Registration form is available now at our website: [www.mccc.edu/ibpf/dates](http://www.mccc.edu/ibpf/dates).

## Happy Holidays

