

Mortensen Consulting Group

Assignment #1: Written report on "Who are You?"

Due by: Thursday

Please e-mail to me at Mark.Mortensen@uml.edu, in Microsoft Word (or RTF format), as an attachment:

- A picture of you
- A few facts about you (make them interesting)
- What you think you want to do in the future

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Assignment #2: Gather info on your group's assigned company

Due by: Thursday

- Each of you has been assigned a group, named for a company.
- Gather some information about the company and be prepared to discuss it within your group *in class* on Thursday.
 - Name, when founded, where headquartered, public stock symbol
 - Business model (How does it make its money?)
 - Geographies in which it operates
 - Revenue and stock price history
 - Anything else that you think would be interesting to the class

Just gather and organize the information, bringing it to the next class. Nothing to turn in.

During the next class, each group will create and give a short presentation to the class on your company.

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Assignment #3: Written report on Starbucks and Dunkin' Donuts

Due by: Tuesday (next week)

- *Each person* visit both a Starbucks and a Dunkin' Donuts retail store and write a report.
 - Describe and contrast the atmospheres, types of menu items, service quality, and prices
 - Describe and contrast the patrons and how they react to the above
 - Talk to at least one person in the store about why they come there and relate their opinions
 - Describe your own experiences at each of them, from this and other visits.
- Visit the Starbucks and Dunkin' Donuts web sites:
 - Try to determine their target markets, mission statements, and anything else you can glean about their strategies – write a paragraph or two on each
 - Contrast the two web sites
 - Contrast the apparent strategies of the two
 - Discuss how the information on the web sites does or does not match the reality in each case.
- A few informal pages should suffice – if it wants to be longer, OK.
