

JIM Marketing Portfolio Pecha Kucha

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RFP Goals

- An RFP is a request for a proposal of methodology from market researchers.
- The goal of RFP for Buhi Supply Co. was to explore questions including:
 - What are trends in luggage companies today, what are Buhi's biggest competitors
 - What features and prices are most attractive and common in the market?
 - What is Buhi's brand perception

Summary of Analysis

- The final report for this Simternship was a report responding to Buhi's RFP. The findings include the following
 - Ideal price for a large luggage: \$345
 - Differences by Segment: a table of features customers in different price ranges prefer
 - Ideal features: Polycarbonate hard shell, muted colors (dark blue, grays, tans), ergonomic handle, spinner wheels, lightweight
 - Competitors: Go Time, Jack's Fly Packs, and Syd's Bags

Overall Conclusions

- This simternship was a valuable learning experience where we developed skills in
 - picking methodologies,
 - developing focus group scripts
 - Conducting secondary research
 - Creating surveys