

BUSTECH COLLABORATION PROJECT



<< Mr. Clement's Introduction to Business students

THIS YEAR'S SUN LOUNGER PROTOTYPE

Mr. Niziolek's Manufacturing III Students >>



How Does the BusTech Collaboration Work?

Within its fourth year of operation, the BusTech Collaboration Project provides real-world experience, allowing Business and Technology department students to team up and bring actual products to market. A main objective is for students to seek real-world opportunities with broadened perspectives from both the business and manufacturing sides of an organization. This process can be eye-opening to both groups, when they realize the barriers and opportunities presented by students from the other department. Mr. Clement reflects on this, in stating "From year-to-year, we often find that Business students recommend products requiring extensive features and the Manufacturing students help them recognize the barriers to efficiently producing such. We also find manufacturing students often want to create products fit for their own needs, rather than focusing on what our true target market desires."

Check out what students learned about their local target market, and see how they analyzed the information to determine that making sun loungers was the best way to go:

Target Market Analysis from Survey Results

- Survey was sent to the local Somers community
- We received 61 responses, with 88% being female (consistent with studies showing females make 80% of purchasing decisions for households)
- 46% of respondents were 40-49 years of age
- 54% of respondents stated they have family-oriented lifestyles
- Target market also enjoys outdoor recreation & reading
- "Perceived Risks": Paying too much & craftsmanship quality

Based on the target market, students chose to develop sun loungers. As consistent with the customer's demographics and lifestyle, sun lounger advertisement lends itself to being family and outdoor recreation-friendly.

Introduction to Business (Business Department)

- Market Research
- Target Market Analysis (Psychology, Demographic, Lifestyle)
- Logo Development
- SWOT & Competitive Analysis
- Market Positioning
- Pricing & Break-Even Analysis
- Advertising and Promotions
- Visual Merchandising

Computer Applications II: Integrated (Business Department)

- Order Form Development
- Database Management
- Inventory Management / Distribution

Manufacturing III (Advanced Manufacturing) (Technology Department)

- Product Design
- Prototyping
- Production Planning & Strategies
- Mass Production
- Cost Analysis
- CNC Machining
- Manufacturing Safety



<<Entrepreneurship Team Earns 2nd Place



<<Mr. Mayo Surrounded by His FBLA Students



Getting Ready to Compete

FBLA Earns Recognition at State Leadership Conference

This year was marked as a success for the Business Department's FBLA students. While attending the annual State Leadership Conference, students competed among 40+ schools, in areas ranging from Introduction to Business to Healthcare Administration. Competitions may be as straight forward as a multiple-choice competency exam or as complex as live group performance events (ie. business plan presentations). Students also attended workshops covering topics on networking strategies, interviewing skills, entrepreneurship, and the like. The Business department is proud to share the results of this competition, as displayed to the right:

TOP HONORS

Area & Student(s)	Place
Accounting 1 Sean Gay	4 th
Business Law Nick Lamson Morgan Knight Sarah Schon	5 th 3 rd 2 nd
Entrepreneurship Teams Kyle Trusch Mike Lesco Mike Ryan Austin Stinson Chase Badura Alex Belmonte	2 nd 3 rd
Healthcare Administration Alec Kapino	2 nd
Intro to Business Danila Babushkin	4 th
Marketing Team Matt Vecchiarelli Zach Bley Connor Marsters	5 th