

Jack Nadel International

The team partnered with JNI to create and administer a survey to JNI Account Executives. An analysis of survey results reveals that JNI's most public presence, the online site JNishop, does not do a satisfactory job of articulating JNI's most differentiating quality as an inclusive promotional service provider. As a result, JNI's Account Executives do not use it effectively as a tool for clients. Executives further compound the problems that the current income from the existing JNishop subscription service does not cover the expenses of maintaining the site. The data gathered was used to create a baseline to provide additional criteria along with JNI management requirements that would be used to develop the next generation of the JNishop website. A trend analysis was conducted in order to identify upcoming and current Internet advertising methods and platforms, which would be able to integrate into JNishop.



Project Description

Develop On-line Marketing Strategy and Website

For this project, data was gathered and analyzed to create a baseline for future development of the JNishop website, to enhance company visibility and boost online sales. A comparison of service providers was conducted to assist Jack Nadel International in choosing the most reliable and cost effective alternative. Additional alternatives were presented for the client's consideration and ultimate decision-making.

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