



The BIG Report

Fiscal Year 2016



Letter from the CEO

Fellow stakeholders,

Transparency. Adaptability. Cultivation.

The core values former CEO, Alex Wespi and I as Executive Vice President stood behind as we developed our strategic plan for Barton International Group.

Internal

Our directors have actively sought to improve our internal operations to continually meet the needs of our institution, our community and our clients. Through the work of our departments, we have added 13 new members, successfully plan our first international trip in 3 years, improved our social media presence and have completed 11 projects since 2015 with only more to come. In 2015, BIG was awarded the Innovation Award by the Wichita Business

Journal highlighting our unique collision with the Wichita business community through mentorship and consulting. The students who compromised Barton International Group have been awarded through Shocker New Venture Competition, are University Innovation Fellows, entrepreneurs, Koch Scholars, and vital members of our community.

Around the World

BIG things have happened over the last 2 years. Barton International Group has completed projects equating to nearly \$40,000 dedicated towards travel. Because of these partnerships, 22 students travel to New York City last spring to visit some of the nation's top advertising agencies. Through companies like Havas, BoomAgers and Alchemy, we learned the importance of branding and data-driven marketing. Beyond that, talk-backs with industry professionals provided our organization with incomparable insight that not on applied professionally, but personally as well. This year, students will travel across the globe to Taipei, Taiwan to study business operations at various companies, while having the opportunity to delved into Taiwanese culture. As Taipei's economic development has spurred with the integration of technology, our group is eager to share our findings to cultivate a stronger ecosystem within our own city.

It's been a pleasure to serve as a part of the Executive Team and I am truly humbled by the amount of community support and acknowledgement we have received. Shifting our focus from large-scale corporations to startups in the Wichita area has allowed small businesses to prosper from our deliverables at a lower cost, while offering our associates a dynamic, hands-on experience. We have steady plans to continue to serve the Wichita community and surroundings areas by playing a hand in its economic development through the cultivation of a true entrepreneurial spirit. Thank you to our clients over the years that have allowed our group to tackle business challenges and create value that cannot be done in the classroom.

A handwritten signature in black ink that reads "Amanda Johnson". The signature is fluid and cursive.

Amanda Johnson

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The BIG Team



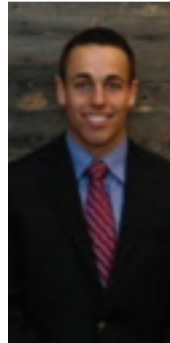
Barton International Group, otherwise known as BIG, is a student run company comprised of driven, diverse undergraduate students working in partnership with the W. Frank Barton School of Business at Wichita State University.



Amy Vuong

2015-2016 Greek Sophomore of the Year

Koch Discovery Scholarship Finalist



Bailey Bryant

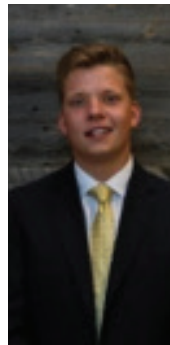
Interned at Spirit Aerosystems



Corina Tuggle

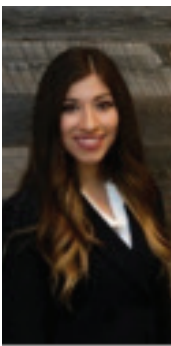
Koch Discovery Scholar

Interned at Lange, BizCore Pros Division



Jacob Archer

Accepted position at Hinkle Law Firm



Jocelyn Galicia

Interned at Merrill Lynch
Jerry V Blue Entrepreneurship Scholarship
University Innovation Fellow
Became co-owner of Mobile Car Tune, LLC



Lauren Eaton

Koch Discovery Scholar



Morgan Ward

Working on launching a startup

Offered internship in Arizona

History, Mission, Specializations

History

BIG's 13 founding members knew they needed to do more than what was offered in the classroom; they needed the opportunity to put their skills to the test. With the help of an outstanding supervisor, Kate Kung-McIntyre, Wichita State University's very first student run consulting company was launched in 2008.

Mission

To offer specialized services to local companies and international corporations through innovative and competitive business strategies. The employees at Barton International Group bring fresh perspectives and "big" ideas to clients in the global marketplace.

Specializations

From feasibility studies to consumer surveys, we provide essential information to enhance your go-to-market strategy for your product or service, and allows us to tackle today's business challenges.



Data Analysis



Digital Marketing



Feasibility Analysis



Market Research

Project Summary



The president of Estes Enterprises, Eric Estes, owns and operates various restaurant chains throughout Kansas. Eric reached out to BIG to create a marketing strategy for his newest Qdoba restaurant development. With our extensive background in marketing strategies, BIG decided to research the local Wichita market to discover current demand and opportunities to stand out against competitors.

Our Solution

Working with the diverse students of Wichita State, BIG has collected roughly 500 surveys gathering information to conduct a marketing promotion.

In The End

Our project was deemed a success. We sent our deliverables to the Qdoba company:

- Marketing message
- Marketing strategy
- Brand awareness strategy

Travel: New York City



Places Visited

- Lowe Campbell Ewald Advertising Agency
- Havas Media
- A Slice of Brooklyn Pizza Tour
- American Express
- Group M
- BoomAgers
- Douglas Elliman Real Estate
- Alchemy Properties Inc.

Learned

New York City taught our members many things, and each trip was interpreted differently based on our own experiences. However, three things we did learn were to focus on the value of your brand, how to achieve personal success, and to be focused on the client. It was stated that your brand is one of the most important things you can have, because your products or services might change, but if your client knows that your company cares, they will keep coming back. Success was said to be found at the crossroads of curiosity and persistence. Someone who is always learning will be a valuable employee and won't be left behind as things change. Finally, it was stressed at many of the companies we visited that the client should be your main focus. If you know your client well, you will know what they need. This is a much better strategy than developing a product or service and trying to find someone who needs it.

Travel: Taipei, Taiwan



Places Visited

- Yeng Hsing Co., Ltd.
- 7-Eleven Facilities
- Chiang Kai-Shek Memorial
- Elephant Mountain
- National Palace Museum
- Taipei 101
- Fulong Beach
- Taipei Zoo

Learned

We visited several businesses in Taiwan. However, three lessons stood out to us. The first is that Taiwanese people value agreement over push-back. While business people in America may be more apt to challenge an idea that is tossed out at a meeting, that is not a common practice in Taiwan. The second lesson was learned while visiting 7-Eleven. 7-Eleven takes great care of their franchisees. They employ various tactics to keep them happy and because of these techniques, loyalty and retention among the employees and franchisees is increased tremendously. Lastly, we visited the Hankyu Uni-President Mall. The company maximizes profits by having a specific plan for each floor. From having the lower floors priced to accommodate the general population, to having floors specifically targeted towards men, women, and couples shopping together, every part of the store was meticulously thought out. Not only does this increase revenue, it also enhances the customer's experience.

Financial Endowment

BIG is proud to announce that our organization has received a generous gift from Doug and Janie Hensler. Doug Hensler served as dean of the W. Frank Barton School of Business at Wichita State University from 2008 to 2013. His career in industry and higher education has included involvement and commitment to international business and studies. He has traveled over 50 times to international sites ranging from Australia and New Zealand, Southeast Asia, China, Japan, Europe, and the Middle East. As an engineer, a businessman, and an academic Doug understands the value of student engagement in studies overseas, both for the educational value and for the value of exposure to different cultures. Janie Hensler accompanied Doug on several of his international travels. She shares his understanding of the value of learning about other cultures and meeting new friends in countries with different world views. Together, Doug and Janie wish to support international experiences for Barton School students.

Thank you, Doug and Janie Hensler, for giving us the opportunity to enrich our minds through travel and experiential learning.

-Students of the Barton International Group



BIG



bartoninternationalgroup.com



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