

ZBB INITIATIVE

TITLE

Marketing Intern Program

- THRESHOLD
- CURRENT
- BLENDED
- FUTURE

PRIORITY
20

PURPOSE	Inject energy and "fresh faces" into the marketing of Aardvarks expanded, game changing, new distribution method.
SCOPE	Hire 3 college juniors or seniors from prestigious local universities, with specific majors and 3.8 GPAs or better
OBJECTIVE	Put young, intelligent "feet on the street" to meet with key clients, promote our new methodologies, conduct "Voice of the Customer" data sessions & leverage to launch the NG project

Description: Our current distribution system, along with all of our competitors, suffers from a stagnant "it's always been done that way" methodology. To introduce and launch our newly devised methods, we will utilize youthful exuberance along with a fresh approach to product endorsement. As "top of their class" talent, our candidates will exhibit the fresh thinking and professional demeanor needed to portray our game changing methodology.

Organizational benefit: A youthful team will introduce a new paradigm in the industry and help to establish the internal cultural change we seek. We will be providing the candidates with credit-earning professional training and experience, while achieving a major milestone within Aardvark at a very reasonable cost. The greatest cost benefit will be realized in year 2 and beyond!

Contingent Initiatives: This initiative is contingent upon the Future Initiative to launch the NG project and expand the business into that new direction. It is therefore also contingent upon creating role definitions, building training materials, and identifying & engaging ideal resources.

Associated costs:

		<i>One time</i>	<i>Recurring</i>	<i>Frequency</i>
	<i>Personnel</i>	\$ -	\$ 15,824.00	Monthly
	<i>Facilities</i>	\$ -	\$ -	
	<i>Equipment</i>	\$ 2,200.00	\$ -	
	<i>Goods</i>	\$ -	\$ -	
	<i>Services</i>	\$ -	\$ -	
	<i>Marketing</i>	\$ -	\$ -	
<i>Other*</i>	Training Development	\$ 10,600.00	\$ -	
<i>Other*</i>	Logistics	\$ 3,800.00	\$ -	
<i>Other*</i>	F	\$ -	\$ -	
	Total Annual	\$ 16,600.00	\$ 15,824.00	

Estimated Annual Cost Benefit	\$ 225,000.00
Minus: Total Annual Initiative Costs	\$ 206,488.00
TOTAL NET COST BENEFIT	\$ 18,512.00

* Reference your Chart of Accounts, and capture/document details of all assumptions on the reverse side of this Initiative