

To potential retail clients and consulting firms:

This course is designed to provide students with opportunities for working on real retail/marketing problems with clients. Students will gain practical insights into actual retail business operations while performing problem identification, exploration for opportunities, data collection, and strategy development. Teams of 4-5 students will work with a real client on retail issues and will design and execute all phases of the project.

**Benefits of being a client company:**

- To have innovative ideas and actionable plans to improve retail performance
- To contribute to tomorrow's retail leader education
- To increase the visibility of company through the Miller Center website, newsletters, and annual reports reaching out to retail professional networks and students

**Requirements for the client company:**

- To provide a project topic that the company wants to explore with students including the statement of the retail problem/opportunity and background information/resources
- Commitment through presentations or field trip to the headquarter to meet key personnel related to the projects, interactions with students through emails and phones, and attending of key personnel to student final presentations
- \$5,000 to cover expenses to conduct studies (e.g., focus group, survey, etc.)

If your company has a specific need and would like the assistance of UF student teams, please send the information about type of project and intended outcome to [Hyunjoo.oh@cba.ufl.edu](mailto:Hyunjoo.oh@cba.ufl.edu) or call Dr. Hyunjoo Oh at 352-273-3291.

We deeply appreciate your consideration on being a client company for the retail team project course and look forward to developing valuable projects with you.

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