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## School of Business students win Target Case Study Competition

GAINESVILLE, Fla. – Three students from the School of Business in the Warrington College of Business Administration won the Target Case Study Competition sponsored by Target and the University of Florida's Career Resource Center.



Second from left, Michelle Burt, Jaskaran Singh and Jessica Krutchik along with Target representatives.

Senior Michelle Burt, junior Jaskaran Singh and sophomore Jessica Krutchik placed first among a field of 13 teams, and will share a scholarship award of \$330.

The team was faced with a case involving how to continue to differentiate Target Pharmacy and increase its market share in the U.S. prescription drug market. Teams had to account for price, services, accessibility, government and regulations, technology and branding among other criteria.

Burt is a marketing major with a minor in environmental studies. She is as Program Facilitator (Financial Literacy Challenge) and

Project Manager (Foster Teens) for UF SIFE (Students in Free Enterprise) and served as a Teaching Assistant in Principles of Marketing among other activities.

Singh is a finance major with a minor in accounting and entrepreneurship. He is a member of UF SIFE where he is currently serving as Co-Project Manager (Small Business Incubator) and Team Captain (Small Business Consulting). He has interned at Esquire International Financing, Inc., and Winila, Inc., in the Philippines and most recently interned at Global Properties Management, LLC, in Orlando.

Krutchik, a marketing major, is involved in a number of organizations at the School of Business. She is a Co-Instructor and Advisory Board Member for Warrington Welcome and a Leader in Florida Leadership Academy (FLA). For UF SIFE, Krutchik has served as a Project Manager (Financial Literacy), Team Captain (Small Business Consulting), Consultant (Sarkara Cupcakery) and Exposition Presenter.

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The Warrington College of Business Administration is one of the world's top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.