Hostile Takeover

You just inherited $30,000. Wait, before you go new vehicle shopping, your Great Aunt Edna gave you the money with one stipulation. You must invest the money in one of the family businesses or it goes to the Fund for Senile Cats.

Luckily, this won’t be a problem for you. You took business, computer and graphic design classes in high school so you are prepared to get your feet wet in a small family business. And boy, does your family have them! Right now, there are two family run shops that aren’t doing so well financially that are ripe for a hostile takeover.

First Task: Choose A Business From the Two Listed Below

Option 1

Your cousin Ernie (who used to put live frogs in your bed during summers Grandma’s) owns a donut shop. He’s in debt to the bank for $28,000 because he can’t make enough profit at the business to pay his loans or his suppliers. The fact that Ernie likes to sleep late and doesn’t open until 3 p.m. may have something to do with it.

What you get: A donut shop complete with display cases, kitchen equipment and coolers out front for drinks and juices. Also, tables and chairs plus enough supplies for several months worth of donuts (minus the perishable ingredients).

Problems: No one ever comes to E’s Early Risers because it doesn’t open in time for breakfast. You will have to rename the business and really stress an early open time (5 a.m. -ish). This is your big obstacle. Eddie also made donuts...and that was ALL. Feel free to branch out a little.

Info: Name (you pick it)
Address (306 White Dust Road, Sierra Blanca)
Phone (652-763-1515)
Option 2

You can purchase a **used car lot** from Great-Aunt Thelma. It belonged to her third husband, Carl, who just passed away. Thelma’s in debt to the bank for $28,000 because she just took the entire Quilting Club to Vegas and lost everything in the business account.

**What you get:** A lot full of cars of all types—fairly new-ish used cars, a lot of old pickup trucks and several old junkers. However, you also get good ol' reliable Freddie and his tow truck; he brings in most of the business anyway.

**Problems:** Uncle Carl was famous for his hot coffee, funny stories...and high interest rates on used cars and the way he tried to cheat customers whenever possible. You need to change the name from Crazy Carl’s Corner Lot to something else and stress that it’s under new management in your newspaper ad. No, you can’t call it “Crazy (your name here)”.

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Phone (652-763-1515)

But before you can open your doors, you must do a little prep work in the community. These businesses have huge PR issues that you must overcome to succeed.

- You need an advertisement to run in the local newspapers that will tell all about your new business and let folks know that you are the new owner. Remember to put in the name of your business, what you do and all of your contact information. **Newspaper Ad:** 4.5 x 4.25

- You need business cards. **Business Card:** 2 x 3.5

- You need some bumper stickers. These are great advertisements. You can put them on the fenders of the cars on your lot, hand them out in donut sacks and the local radio station has agreed to hand them out at their next live broadcast. **Bumper Sticker:** 2.25 x 7.25

To see what size all of your promo items need to be, please see the examples on the next page. Please save all three promo items on one document called Hostile Example.
Second Task: Create a Bumper Sticker

You need to get the word out about your business and FAST! Your best friend from high school is a DJ at the local radio station and agrees to give out your bumper stickers at their next three on-location broadcasts in exchange for free donuts for a month/the use of a free rental car while his is in the shop. You need to create an eye-catching bumper sticker. **Bumper Sticker: 2.25 x 7.25**

**It MUST contain**
- Business Name
- Address
- City
- Telephone Number

**It MUST be**
- Eye-catching. Remember, people need to be able to read this on someone’s bumper. 10-point type will not work. Think big, but not huge.
- Designed well. You are e-mailing it to your favorite computer teacher (hint, hint) for her to proof before you send it to the printer. If it does not adhere to
  - Contrast
  - Alignment
  - Proximity
  - Repetition
  - Correct Font Usage (avoid conflict, not too many decorative)
  - Correct Color Usage (contrast! Contrast!)
  
  she will send it back to you and make you do it over. And over. And over.

Third Task: Create a Business Card

Now that you are a business owner, you need business cards to hand out. They need to go to the printer’s along with the bumper stickers. **Business Card: 2 x 3.5**

**It MUST contain**
- Business Name
- Address
- City
- Telephone Number
- Your Name
- Your Title (Owner)

**It MUST be**
- Eye-catching. Remember, this is your calling card. Make it stand out among all of the others shoved in their wallet/purse. Make it a statement for your business. Be creative but don’t go too far out. Let me see your idea and I’ll help you tweak it.
- Designed well. See above.
Fourth Task: Create a Newspaper Ad

Your bumper stickers and business cards are on their way. But to introduce yourself to the community, you need to place an ad in the *Sierra Blanca Times* newspaper and the *County Shopper*.

**Newspaper Ad:** 4.5 x 4.25

**It MUST contain**

- Business Name
- Address
- City
- Telephone Number

**It MUST be**

- Eye-catching. This is your introduction to the community. It needs to address the problems that your business had but do so in a positive way. Stress that you are a new owner with a great new attitude. I am leaving it up to you to write the ad text. This is your business. Speak for it.

- Designed well. You are uploading them to your favorite computer teacher (hint, hint) for him to proof before you send it for a grade. If it does not adhere to
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  - Alignment
  - Proximity
  - Repetition
  - Correct Font Usage (avoid conflict, not too many decorative)
  - Correct Color Usage (contrast! Contrast!) he will send it back to you and make you do it over. And over. And over.

**Sizes! Important! Vital Information!**

Please do all three projects on ONE page, as you will see on the example. Sizes are listed below.

**Don't forget to Upload to Mr. Stives**