

FIRE & FIZZ

pottery painting and custom soda bar



A SMALL BUSINESS PROJECT PROPOSAL

BRIAN BARTON

PROPOSAL CONTENTS

THIS PROPOSAL INCLUDES

- AN OVERVIEW OF A CRITICAL BUSINESS DECISION*
- A DEEP DIVE INTO THE ISSUE OF BISQUE SUPPLIER SELECTION*
- A BREAKDOWN OF THE SPECIFIC IC PROBLEM AND WHO IT AFFECTS*
- AN ANALYSIS OF KEY STAKEHOLDERS*
- A PROPOSED COURSE OF ACTION*
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ISSUE OVERVIEW

SELECTING THE RIGHT BISQUE SUPPLIER IS A FOUNDATIONAL DECISION FOR FIRE AND FIZZ, A NEW POTTERY PAINTING STUDIO AND SODA BAR OPENING IN REXBURG, IDAHO. THIS DECISION AFFECTS PRODUCT QUALITY, CUSTOMER EXPERIENCE, OPERATIONAL EFFICIENCY, AND LONG-TERM VIABILITY. THE WRONG SUPPLIER COULD LEAD TO INCONSISTENT INVENTORY, CUSTOMER DISSATISFACTION, AND PROFIT LOSS, ESPECIALLY FOR A NEW BUSINESS IN A NICHE MARKET. SUPPLIER CHOICE MUST BE APPROACHED STRATEGICALLY AND OBJECTIVELY TO AVOID EARLY-STAGE BUSINESS FAILURE.

THE PROBLEM

NATURE AND SCOPE: FIRE AND FIZZ MUST CHOOSE BETWEEN 3 PRIMARY BISQUE SUPPLIERS. **GARE INC.**, **CHESAPEAKE CERAMICS**, AND **BISQUE IMPORTS**. EACH OFFERS DIFFERENT ADVANTAGES, BUT NONE IS A CLEAR WINNER ACROSS ALL CATEGORIES.

RAMIFICATIONS: AN UNRELIABLE OR OVERPRICED SUPPLIER COULD INCREASE COSTS, DELAY FULFILLMENT, OR NEGATIVELY AFFECT THE CUSTOMER EXPERIENCE THROUGH POOR BISQUE QUALITY OR LIMITED CREATIVE OPTIONS.

WHO IS AFFECTED?

- CUSTOMERS
- THE BUSINESS
- OUR INVESTOR

STAKEHOLDERS

BRIAN (OWNER/OPERATOR): RESPONSIBLE FOR DAILY OPERATIONS AND INVENTORY; NEEDS QUALITY AND RELIABILITY WITHOUT BREAKING THE BANK.

CAMILLE (WIFE) (OWNER/OPERATOR): SHARES THE SAME LOAD WITH BRIAN. SMARTER THAN HIM AND IS THE REAL BRAINS BEHIND THE OPERATION.

INVESTOR: FINANCIALLY BACKING THE BUSINESS; PRIORITIZES COST-EFFECTIVENESS, DEPENDABILITY, AND LOW RISK.

CUSTOMERS: EXPECT HIGH-QUALITY, FUN POTTERY THAT'S READY TO PAINT. DAMAGED OR BORING OPTIONS HARM REPUTATION AND RETENTION.

PROPOSED ACTION

SUPPLIER COMPARISON TABLE

KEY: 1=WORST 3=BEST

<i>CRITERIA</i>	<i>GARE</i>	<i>B.I.</i>	<i>C.C.</i>
<i>PRODUCT VARIETY</i>	<i>3</i>	<i>1</i>	<i>3</i>
<i>QUALITY CONSISTENCY</i>	<i>3</i>	<i>2</i>	<i>1</i>
<i>PRICING</i>	<i>2</i>	<i>3</i>	<i>2</i>
<i>SHIPPING RELIABILITY</i>	<i>3</i>	<i>1</i>	<i>2</i>
<i>CUSTOMER SERVICE</i>	<i>3</i>	<i>2</i>	<i>2</i>
<i>DAMAGE RATE/RETURNS</i>	<i>3</i>	<i>2</i>	<i>1</i>
<i>SCALABILITY</i>	<i>3</i>	<i>1</i>	<i>2</i>

PRESENTED TO

BRIAN AND CAMILLE (OWNERS/OPERATORS): WERE EASILY CONVINCED, BECAUSE WE DID THE RESEARCH TO MAKE THE DECISION.

INVESTOR: FINANCIALLY BACKING THE BUSINESS, AND NEEDED A SOLUTION THAT BALANCED COST-EFFICIENCY WITH RELIABILITY AND LOW RISK.

CUSTOMERS: WE SHARED SAMPLE PRODUCT WITH FRIENDS AND FAMILY TO GATHER EARLY FEEDBACK. QUALITY, DESIGN, AND VARIETY MATTERED MOST TO THEM.

ABOUT ME

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I'M A STUDENT, ENTREPRENEUR, AND CO-FOUNDER OF FIRE AND FIZZ—A POTTERY PAINTING STUDIO

AND SODA BAR LAUNCHING IN REXBURG, IDAHO. WITH A BACKGROUND IN STRATEGIC

ORGANIZATIONAL COMMUNICATION, I'M PASSIONATE ABOUT BUILDING EXPERIENCES THAT BRING

PEOPLE TOGETHER IN CREATIVE, MEANINGFUL WAYS. I COMBINE HANDS-ON BUSINESS OPERATIONS

WITH A STRONG EYE FOR COMMUNITY ENGAGEMENT, BRANDING, AND CUSTOMER EXPERIENCE.

THIS PROJECT MATTERS TO ME BECAUSE FIRE AND FIZZ ISN'T JUST A BUSINESS—IT'S A REFLECTION OF

EVERYTHING I'VE LEARNED AND WORKED TOWARD DURING MY TIME AT BYU-IDAHO. CHOOSING THE

RIGHT SUPPLIERS, MAKING SMART OPERATIONAL DECISIONS, AND CREATING A SPACE THAT PEOPLE

LOVE IS MORE THAN THEORY—IT'S THE REALITY I'M STEPPING INTO. THIS CAPSTONE REPRESENTS REAL

CHOICES WITH REAL CONSEQUENCES, AND I'M FULLY INVESTED IN MAKING THEM WISELY.

PROPOSED ACTION

AFTER EVALUATING THE THREE LEADING BISQUE SUPPLIERS, IT BECAME APPARENT THAT GARE OUTSHINES IN ALMOST EVERY CATEGORY.

THIS RECOMMENDATION IS BASED ON AN UNBIASED SIDE-BY-SIDE COMPARISON (SEE PREVIOUS PAGE) THAT HIGHLIGHTS GARE'S ABILITY TO PROVIDE CONSISTENTLY HIGH-QUALITY PRODUCTS, RELIABLE SHIPPING, STRONG CUSTOMER SUPPORT, AND THE INFRASTRUCTURE TO GROW WITH OUR BUSINESS.

PROPOSED ACTION

WHY THIS ACTION IS EFFECTIVE:

FOR CUSTOMERS: ENSURES A FUN, FRUSTRATION-FREE PAINTING EXPERIENCE WITH A WIDE SELECTION OF QUALITY CERAMICS.

FOR OPERATIONS: REDUCES INVENTORY ISSUES, RETURNS, AND LOST REVENUE FROM DAMAGED GOODS OR BACKORDERS.

FOR STAKEHOLDERS: OFFERS THE BEST BALANCE OF COST-EFFECTIVENESS, LONG-TERM STABILITY, AND GROWTH POTENTIAL.