

TechCharities



Standard Plumbing Supply

Overall Objective:

Address **operational inefficiencies**, **improve customer experience** (both in-store and online), and strengthen **employee retention** and training to sustain growth and service excellence.



Project team's achievements:

- Identified key business challenges, such as high employee turnover, store management, and online presence.
- Designed a fishbone diagram to visualize root causes of branch management issues.
- Conducted a comprehensive business strategy analysis, including SWOT, PEST, industry, and market evaluations.
- Developed VRIN analysis to highlight unique competitive advantages

Market Analysis							
Competitive Analysis							
Scale 1-10 (1 being the worst and 10 being the best)							
Company	Pricing	Sales and Locations	Delivery and Shipping	Technology And Website	Promotions	Commercial Capacity	Average
Standard Plumbing	9	8	9	7	6	9	8
Ferguson	9	9	10	9	8	10	9.2
Great Western	8	4	6	5	3	6	5.3
Peterson	8	5	6	5	3	6	5.5
Home Depot	6	10	10	10	9	5	8.3



Wasatch Martial Arts Academy

Overall Objective:

Elevate the academy's online impact by aligning content, channels, and **SEO strategies** to boost **brand visibility** and **membership growth**.

CONTENT CALENDAR

Convenient access to important information on all the posts we created.

Date	SOCIAL MEDIA	Themes/Complete Post	Content Format
07/01/2025 Tue. 3:00pm	Youtube	Welcome to the Digital Dojang: Promotion video 1	Promotion Video
07/07/2025 Tue. 12:00pm	Youtube	Why Train Online? Promotion video 2	Promotion Video
07/08/2025 Wed. 12:00pm	Facebook, Instagram	ONLINE COURSES	Post

Project team's achievements:

- Developed a content calendar aligned with academy events.
- Boosted social-to-membership conversion rates.
- Ensured brand consistency across all social platforms.
- Optimized content distribution, focusing on YouTube.
- Strengthened SEO and website performance.

AFTER THE CALENDAR

Our Vision
To create a more visually appealing design for the target audience, we did this by using the brand-color scheme, combined with potent messages based on sponsor instructions

UNLOCK YOUR POTENTIAL

ALREADY TRAINED? LEARN SOMETHING NEW

MOO DUK KWON THE MOO DO VALUES



Boost the **visibility** and **engagement** of Patella Publishing's new digital imprint, NOIZ, by leveraging student-led marketing strategies focused on brand development, **audience targeting**, and **digital content promotion** for two flagship products.



- Conduct market and audience research to guide campaign strategy.
- Develop brand identity and messaging for NOIZ across digital platforms.
- Analyze campaign performance using data and adjust strategies accordingly.
- Deliver a final report with insights, metrics, and recommendations for future growth.

