2019-2020 ACTION LEARNING PROJECT (ALP)

COMPANY APPLICATION AND PROJECT PROPOSAL

Please use this form to describe the project that you would like to propose for the Action Learning Project. After submission, the director of the program will contact you to confirm receipt. In some cases, adjustments to the proposal will be worked to ensure feasibility and achievement of both the company’s objectives and the Jones School’s academic objectives.

Final applications are due by OCTOBER 18, 2019

**Company Name:** *<fill here>*

(Note: Include business unit, if applicable)

* Web address: *<fill here>*

**Project Sponsor / Primary Contact Person:**

* Name: *<fill here>*
* Title: *<fill here>*
* Address: *<fill here>*
* Telephone Number: *<fill here>*
* Email: *<fill here>*

**Proposed Project Description:**

Please describe the proposed project, including the following:

* Problem or challenge that the company faces, including background, history of previous efforts to address it (if applicable), and the need to address it now
* Objectives of the project
* Linkage to major company goals/objectives
* Scope and key stakeholders

*<fill here>*

Note - to help guide you for the project description, a example is included below for your reference (please delete before submitting proposal):

*“Acme, Inc. was founded in 2015 with a unique and disruptive product in the luxury private jet travel industry that streamlines booking of charters through an “Uber-like” conceptual design. They have grown to $5M in annual revenues through a 9000 subscriber customer base built on word-of-mouth. Acme services the entire North Americas. The supply chain (the network of luxury private jets available to be chartered) was already in existence before Acme was founded and was serviced through a network of brokers. Booking services were slow and Acme felt that pricing was perhaps artificially high due to this structure. Acme currently owns and operates a small fleet that they have used to supplement this network to fill in any holes in the ability to meet specific demand. In 2017, only 8% of charters booked through Acme used their fleet. Now that they have matured, Acme will spin this fleet off into a separate company to eliminate the potential illusion of unfavorable charter preferences to this fleet. For 2018, Acme wants to rapidly expand their customer base, as well as build brand recognition and market share. The supply chain capacity is sufficient to absorb this growth and it is felt that the overall market for luxury private jet travel will not grow significantly due to this expansion. So, effectively, Acme’s growth will be taking market share away from the legacy brokers network.*

*Thus, the objective of this project is a North American go-to-market strategy and plan that builds upon Acme’s existing “word-of-mouth” subscriber base. The recommendations will be supported with estimated sales projections and cost-benefit analyses. Specific marketing deliverables will include:*

* *Market research to understand the characteristics of the luxury private jet travel market*
* *Research into comparable efforts for this type of expansion (e.g., Uber, etc.)*
* *Detailed marketing design and plan, including channels and tactics*
* *Branding considerations for the recommendation*
* *Rollout plan for the recommendation”*

Please submit completed applications to David VanHorn, Faculty Director of the Action Learning Project (contact information below). Please use a separate application for each project, if you are proposing multiple projects. Lastly, please direct any questions to the Faculty Director.

Thank you for your interest in the Action Learning Project!

David VanHorn

Professor in the Practice of Management

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