

Boston Student Discount Card

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We are three junior students attending Boston Universities School of Management. We would like to introduce you to the Boston Student Discount Card. Although it has been used in the past, we feel our method of carrying out, selling and advertising the card is unique and profitable to every participating business. Our product is similar to a coupon or discount card; however by using a new approach we have turned a normal discount card into a direct advertising and promotional tool.

Executive Summary

This card gives students a chance to receive a small discount that will influence them to utilize the luxury of eating out. Each participating business' discount and logo is printed on a plastic wallet-sized card where students can easily see what each company is offering. The company logo will be located on the front of the card, while the discount your offering will be placed on the back, where it is most convenient (unlike other coupon booklets, newspaper articles and the countless fliers around campus). The customer will constantly be reminded of the stores offering discounts because of the store symbol (ex. McDonalds "Golden Arches") on the front of the card. After determining an appropriate discount suitable specifically for your restaurant, whether it is a free drink with purchase of large sandwich or 10% off the total bill, a spot on the Boston Student Discount card will be saved for your business. After printing the card with the agreed offer, we will sell the card to the thousands of Boston University Students and other neighboring colleges and high schools.

The purchase of the card renders itself as a marketing tool. The \$20.00 cost of the card will be an incentive for the customer to get what they paid for by dining at your restaurant more frequently. As you know, spending money can be tight while attending college, and students are always looking for ways to save money.

Reasons why the BSDC will benefit your company

1. **Free Advertising** – Your company's name and Logo will be printed on the card serving as an advertisement to your customers. In addition, there will be advertisements all around campus to buy discount cards while also promoting your business. This advertisement will serve as an incentive to use the discount by visiting your business more frequently. You pay absolutely nothing for the advertisements!
2. **Exclusivity** – Your restaurant has the limited opportunity to join this campaign. It will give your restaurant exclusive rights to the customers looking to use the cards benefits. Your company will maintain a customer base of all students who hold the discount cards. They will be encouraged to visit only your restaurant because it is beneficial to them to save a few extra dollars.
3. **Students on campus eat and shop in groups** – The majority of college students never like to eat or shop alone. A student who purchases this card might encourage his or her peers to accompany him to the places he is more inclined to go himself. More importantly, your business sells more of the larger, more profitable goods when offering small discounts.
4. **Building a Customer Base among Boston University Students** – College students at Boston University and around the campus eat at restaurants frequently. Boston students will visit your restaurant because the savings will benefit them. As a result, new and current students will be directed towards your restaurants rather than others.
5. **Sell larger and more profitable products on your menu with a “savings incentive”-** When offering a discount to place on the Boston Student Discount Card, it is important for your business to channel its customer to the more profitable products. For example, a free drink will persuade someone want to purchase an entire sandwich, or \$5 off the bill will encourage customers to spend even more because of what their saving. We are aiming to make your business more profitable, we want to help you find the best combination of products that if discounted would persuade customers to buy more or larger products.
6. **It has been proven to be successful** - in colleges all over the country, such as ASU and Indiana, the discount card has worked, and thousands of students became members. From first hand experiences in our high schools, very similar cards were sold and were

- very successful. We all purchased the card offered at our high schools and saved well over \$20 while eating out more frequently.
7. **Align your business with a good cause** – We will be giving 5 % of our proceeds to NASHUA SOUP KITCHEN & SHELTER, INC. More about this cause later in the proposal.
 8. **Flexibility** –choose a method that is suitable for your success and profitability. Your company or restaurant can choose any form of discount that is suitable to your company. However, the more appealing the discount, the higher volume you will experience.
 9. **No long-term commitment**- the contract is only a yearlong. After each year, we will print a new card and go back to your company to evaluate the year and see if you would like to sign with us again for the following year. The companies that were on the card the previous year have first priority for the next year. This gives you the opportunity (or as we like to call it a trial run) to see if the Boston Student Discount Card actually helps you bring in more customers and in turn help your bottom line. This trial run gives us the opportunity to prove to you that signing on to be a member of the BSDC will in fact be instrumental in bringing in new and more frequent customers.

NASHUA SOUP KITCHEN & SHELTER, INC.

(603) 889-7770

<http://www.nsk.org/Home.asp>

“The Nashua Soup Kitchen & Shelter (NSK&S) is dedicated to providing shelter and food to those in need. The overall objective of the agency is to advocate, create, and operate programs and services that promote dignity and self-sufficiency for those we serve. To ensure that basic needs are addressed, the NSK&S is committed to joining with others in a community-wide ethic of caring.”

Why this Charity?

When choosing a charity to donate to we tried to tie it into the basic idea behind the Boston Student Discount Card. Like most shelters, The Nashua Soup Kitchen & Shelter provides numerous families with meals. What really stood out to us was their dedication to employment and education programs. These programs assist people seeking employment with valuable support such as resume writing, interviewing skills and use and understanding of voice mail. Their

education program provides the foundation for people to go back to school and to prevent homelessness altogether. NSK&S distributes items such as working computers and new work boots for people in school or starting new jobs. They often have bicycles and bus tickets for people who need help with transportation to interviews, work or school. In the past two weeks Nashua Soup Kitchen & Shelter has distributed more than 2,100 backpacks to less fortunate students!

What kind of discount could you offer?

- Each discount that is placed on the card is small. This small discount gives the student a little extra incentive to attend your restaurant but at the same time not hurt your bottom line.
- **Examples**
 - City Scape Deli- FREE small fountain drink w/ any full size meal purchase
 - Baja Fresh- Free regular size drink with purchase of any entrée (all Michigan locations)
 - Bellaciino's- FREE 22 oz. drink w/ purchase of any grinder or 10% off your entire order of \$10 or more (orchard lake and long pine locations only)
 - Footlocker- \$10.00 off your purchase of \$50.00 or more
 - Quizno's sub- \$2 off any med or large sandwich w/ reg soda and chip
 - Subway- \$1.00 off foot long \$0.50 off 6 in w/ purchase of a small soda
 - Rio Wraps- \$1.00 off any purchase of \$5.00 or more
 - Buddy's Pizza- 1 slice w cheese and 16 oz soda for \$1.99 + tax (maple location only)
 - The Lodge- 15% off your entire bill (excludes alcohol and special) 2443 orchard lake
 - Wendy's- 10% off any purchase (Orchard lake location)

Why Boston Student Discount Card VS the Rest

As an incoming freshman (at Boston University) you are given a booklet of coupons to local restaurants in the Boston area. We feel the reason these booklets have been so unsuccessful is due to a lack of convenience and promotion. Rather than carrying around a large booklet of coupons the BSDC has all the discounts printed on the back of a small 4 by 3 plastic card. The

majority of students at Boston University are totally unaware of the fact that they are given a coupon booklet when enrolling in school. Here at BSDC we plan to pass out flyers, have booths set up around campus and we also plan on having a small sign in the window of each restaurant or store that accepts the BSDC. In a city welcoming college students from all over the country, the card will help students discover new restaurants, and urge them to take advantage of the discounts.

Thank you for your time and we hope to business with you in the future.

Sincerely,

The Boston Student Discount Card