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Independent Study and Mentorship Program

January 19, 2018

Request for Proposal and Consumer Reaction Report

Original Work Assessment

Date: January 19, 2018

Subject: Request for Proposal and Consumer Reaction Report

Works Cited:

Fickley-Baker, Jennifer. "Plans Unveiled for Star Wars-Inspired Themed Resort at Walt Disney

World." *Disney Parks Blog*, 15 July 2017,

disney Parks.disney.go.com/blog/2017/07/plans-unveiled-for-star-wars-inspired-themed-resort-at-walt-disney-world/.

Assessment:

Objective: By completing my original work, I will be helping a company and furthering my knowledge of management consulting. After learning about the importance of the request for proposal from my mentor, I thought getting in the mindset of a company would help me to understand what is expected of a management consultant and how a company expresses the need for a consultant. In my consumer reaction report, I looked at the responses of consumers to the news of the Star Wars hotel at Disney in a blog and

listed possible solutions to the concerns of consumers. Compiling the consumer's thoughts and possible solutions to the idea of the Star Wars hotel will help Disney.

Description of Process: I began with the assumption I could look at shareholder reports from Krispy Kreme, the first interesting company I saw on a website publishing shareholder reports. During this time I was interviewing with professionals and I shared this idea with Ms. Susan, who is now my mentor. She mentioned the importance of making sure it was a topic I was interested in. With this new information, I realized the topic of Disney's Parks and Resorts was exciting and familiar as my family has been going for quite a while since we have family in Orlando. I began to look into the shareholder report and how to read it and research the travel industry in regards to management consulting. I finalized my decision to create an RFP to show the beginning of the consulting process and researched templates, what an RFP looked like and how to write an RFP. On a mentor visit, I discussed my original work with my mentor. We saw Accenture had helped with the Magic Band technology and I realized I could improve on or work with this technology in some way. After this exciting news, we looked into some new things Disney had planned online and looked at the comments. I really enjoyed doing this with my mentor and thought it would be helpful to get into the mind of the consumer, so I decided I should officially report on the consumer's reaction. I worked on my presentation board and I called my mentor to update her on my progress and get more information on request for proposals. This was extremely beneficial to my progress as I learned much more about request for proposals. After learning everything, all I had left

was to put together the consumer reaction report on the Star Wars hotel and finish the request for proposal and put on my board.

Utilization of Higher Thinking Skills: By completing the request for proposal, I got into the mindset of a management consultant and the companies who need consulting.

In addition to this, many are employed just to write request for proposals in the sourcing and procurement department, proving it is a skill which should be known by consultants who try to get in the mind of the people requesting help. Also, I analyzed the issues consumers were worried about and created a solution addressing the concern.

Results: The results of the study are a completed RFP with timeline and report on scope and description of product, in addition to the consumer reaction report.

Application: The writing of an RFP and consumer reaction report are real world skills I will benefit from having knowledge of. My mentor was very pleased to see the result as people are actually paid to create a request for proposal. She mentioned many companies make RFPs that are difficult to find the objective from, but mine was not. I am very happy to hear my request for proposal and consumer reaction report was useful. I will keep these documents in mind while coming up with solutions for my final product.