Antara Gupta

Mr. Speice

Independent Study & Mentorship

January 1, 2018

**The Originality of Original Work**

**Mentor Visit Assessment #2**

**Mentor:** Regina Borda

**Profession:** Chief Brand Officer- Latin American and Caribbean Regions

**Location:** 7100 Corporate Drive, Plano TX, 75024

**Date:** December 15, 2017

**Time:** 1:30 p.m. – 2:30 p.m.

**Assessment:**

With winter break right around the corner, I wanted to make sure I got feedback from Ms. Borda on my original work before we both took some off to relax over the holidays. I also wanted to start working on the surveys and getting them out over the break so I wanted to make sure Ms. Borda and I were on the same page in regards to my original work. As a result, my primary goal for this mentor visit was to show Ms. Borda the new developments that I had made on the survey and also get advice on how I could conduct brand research.

To begin, I showed Ms. Borda the different categories I had decided for my survey and what specific brands I would be comparing. I told Ms. Borda that I had decided on testing five categories: Pizza Brands, Clothing Brands, Burger Brands, Technology Brands, and Sports Brands. In the Pizza Category, I would be comparing Pizza Hut and Dominos. In the Clothing Category, I would be comparing H&M and Zara. In the Burger Category, I would be comparing Burger King and McDonalds. In the Technology Category, I would be comparing Samsung and Apple. Finally, in the Sports Category, I would compare Adidas and Nike. Ms. Borda told me that the brands I had decided on were good global brands. However, she expressed a concern on the length of the survey. Having five categories in which there are 1-2 individual questions for each brand and also 4-5 questions for each category, the survey would become tedious, thus leading a low response rate. As a result, Ms. Borda advised me to perhaps take out one category.

Taking up her advice, I decided to take out the Burger Category because it was also a food category just like the Pizza Category. I kept the Pizza Category because my mentor works at Pizza Hut, and therefore, understanding the brand management and marketing goal would be much easier than researching about McDonalds and Burger King. Furthermore, I had read many article about conducting successful surveys, and one of the main things that was highlighted throughout the article was to make the surveys short if people would not be paid to take the survey, as it is important to respect the time of others.

Next, Ms. Regina and I looked into whether I should go through with all of the countries that I wanted to test. The countries that I wanted to test were: United States, India, Brazil, Taiwan, and South Africa. However, India and the United States were the only countries that I had direct contact with. Ms. Borda has many contacts in Brazil since she works in that region. However, none of us had any direct contacts in South Africa Taiwan. I only knew my friend’s family that was from Taiwan, and also Ms. Borda said she could reach out to different Pizza Hut employees who worked in those countries if I went ahead with wanting to distribute my survey in South Africa and Taiwan. After much thought and discussion, I realized that distributing my survey in five different countries and also analyzing the results was simply not possible in just one month. As a result, I decided that I should only conduct my survey in the United States, India, and Brazil.

Upon deciding on these three countries, Ms. Borda and I researched whether each of the different brands that I wanted to test were also located in the countries I wanted to test. Many of the brands, such as Zara and H&M are not located in Brazil. Therefore, I decided to send the survey out to Mexico instead. This would also be easier for me because I am in AP Spanish V, and therefore I can use my Spanish knowledge to translate the survey. Furthermore, I know many Spanish teachers who are from Mexico and I can ask them for help in distributing my survey out.

Once we had finalized the logistics of the survey, Ms. Borda and I talked about different ways to use my results from the survey to analyze and create conclusions. Ms. Borda suggested that I look into the stocks of each of the companies to see how each companies was doing. Ms. Borda explained that stocks are a good indicator of growth. The only thing I would have to make sure is that all of the brands that I was testing were publicly traded, meaning that they are involved in stock exchange. I quickly looked that up, and thankfully, all of the brands were publicly traded.

Since I only had basic knowledge of stocks, I asked Ms. Borda to explain how exactly I should go about using stocks in my research. Ms. Borda said that I could look at the stocks over different time periods to see how the company did over the long run. She said that even though many of the companies that I am testing are foreign and therefore have different currencies, I wouldn’t have to worry about converting it to dollars because I would only need to look the trends. Ms. Borda said that I could note any significant changes, and research online to see whether any current events influenced the stocks. These current events could help show me how each company is doing in terms of world affairs as well.

As we started talking about stocks, Ms. Borda and I got a little off topic, and I started asking her questions about stocks and different that I had heard thrown around. Ms. Borda happily answered my questions, and thanks to her, I now have a clearer understanding of stocks. As my mentor visit came to an end, I told Ms. Borda that I would send her the survey over the weekend so that she could approve it and then send it to people in Mexico. With much of the confusion regarding my original work cleared up, I felt much more positive about being able to attain credible results from the survey and being able to complete everything on time.