



# The Style Connoisseurs

By: Isis Young





# Overview

## The Style Connoisseurs: Introduction

Style Connoisseurs is a consulting firm, specializing in business, fashion, beauty, engineering, management, automotives, wines & spirits. Style Connoisseurs Offers professional advice, guidance, and actionable solutions to businesses experiencing issues, they need support with.

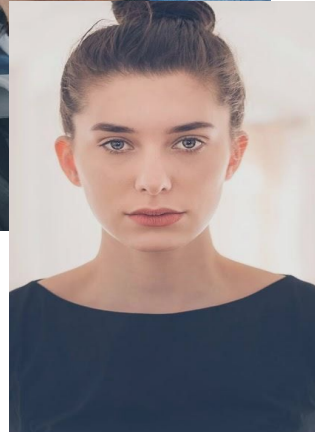


# The Team

## Team Members

- Isis Young
- Ronny Martinez
- Abigail Morrison

# Individuals met at the client's firm, and their organizational structures



These are the individuals the team will be meeting with, from the client's firm. These individuals consist of The COO, CID, VP of Strategy, VP of Finances and the Marketing Manager.

# Chief Operations Officer: Jack Hamilton



Jack Hamilton is the Chief Operations Officer (COO), at the client's firm. Hamilton is in charge of day-to-day operations, as well as executing the companies long-term goals. While implementing new strategies and policies to promote the company, Hamilton promotes the company's culture and visions while overseeing operations to keep the business on track.

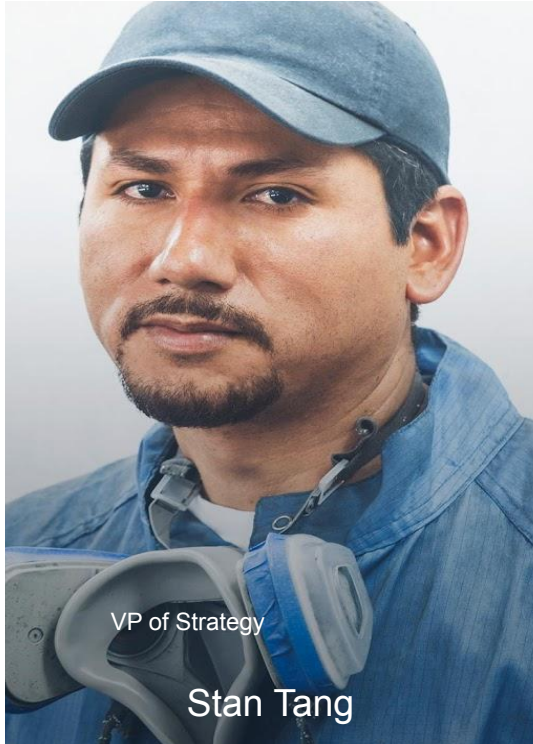
# Chief Industrial Designer: Cindy Banks



Cindy Banks is the Chief Industrial Designer (CID). Banks develops concepts for manufactured products, such as cars, electronics, and home appliances. Banks continuously sketches, creates prototypes continuously creates new product and creative designs through sketches, prototypes, and renderings, while presenting her works to various decision makers.



# VP of Strategy: Stan Tang



VP of Strategy

Stan Tang

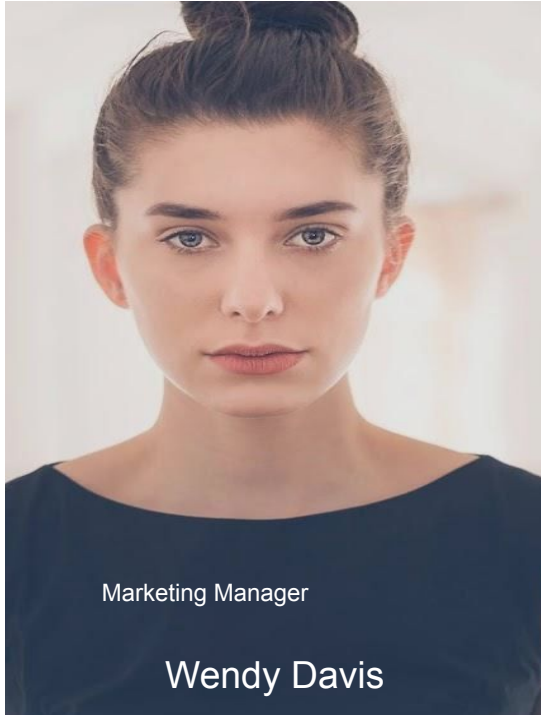
Stan Tang is the Vice President of Strategy. Tang delegates and reviews research, on the company's target markets and create reports, of which areas their company should pursue, for further development. While focusing on the growth and revenue opportunities for the company, Tang provides competitive thought, leadership and strategy to the company.

# VP of Finance: Tiffany Morgan



Tiffany Morgan is Vice President of Finance. Morgan oversees all financial matters in her organization. From making sure payroll is finished on time, to analyzing market trends, Morgan processes transactions, and advises top executives on how to use the information for strategic decision making to maximize profit and growth opportunities.

# Marketing Manager: Wendy Davis



Marketing Manager

Wendy Davis

Wendy Davis is the Marketing Manager. Davis undertakes the trends in customer preferences, creates marketing strategies and budgets, oversees the creation of marketing materials and content, and perform all of the relevant tasks essential for increasing the business's sales. Davis undertakes market research, and understands the customer preferences to increase the company's sales.



# Project Charter

## First Team Meeting

24 January 2023 / 10:00-11:00 AM

### Presenters

Isis Young, Ronny Martinez, Abigail Morrison

### Attendees

Isis Young, Ronny Martinez, Abigail Morrison, Jack Hamilton, Tiffany Morgan, Stan Tang, Wendy Davis, Cindy Banks

### Location

Conference Room

## Agenda

### Icebreaker 10:00-10:20 am

Tell the group something no one knows about the company.

Presenter: Ronny Martinez

### About Your Manager 10:20-10:25 am

Give a brief overview of your professional experience, communication preferences, and values.

Presenter: Isis Young

### Team Expectations 10:25-10:35 am

Describe team values and communication channels/cadence

Presenter: Abigail Morrison

### Feedback/Open Discussion 10:35-11:00 am

Solicit questions and ideas from the team that would help the team work better together. Review team membership do we have who needs to be here given our vision? Other venues for stakeholder input? Play next steps: roles for next meeting: objectives for next meeting: discuss training of trainers, selection of coaches and demonstrate sites, etc.

Presenter(s): Isis Young, Ronny Martinez, Abigail Morrison

# Project Charter

Our team's first initial meeting agenda. This agenda highlights the attendees, the presenters, location, and a schedule of what the team will present to the three individuals we are meeting with.



# ICE Motors

# ICE Motors: Interviewees

Our team has curated, and chose a list of 249 interviewees from different states in the U.S, to participate in ICE Motor's EV survey. We made a list of 1000 candidates and chose the first 249, to participate in the survey. We started off this way, because we think it's easier, and better than choosing at random. If something were to go wrong, like interviewee not participating, we choose another interviewee out of the remaining options, to fill in the list.







# ICE Motors: Interviewees

225	224	Hale	Barajas	Male	Lincoln	Nebraska	68505	Chevrolet	Malibu	1997	63,200	1
226	225	Angelia	Pawellek	Female	New Orleans	Louisiana	70183	Cadillac	DTS	2009	176,500	1
227	226	Florry	Swire	Female	Naperville	Illinois	60567	Subaru	Legacy	2011	505,900	1
228	227	Miguel	Stanluck	Male	Las Vegas	Nevada	89178	Mercedes-Ber	G-Class	2005	298,950	1
229	228	Margette	Karpov	Female	Cincinnati	Ohio	45243	Nissan	Armada	2007	72,100	1
230	229	Agnola	Denson	Female	Jacksonville	Florida	32244	Porsche	Boxster	2013	125,950	1
231	230	Dimitry	Carlet	Male	Dallas	Texas	75210	Dodge	Dakota	2010	307,100	1
232	231	Lockwood	Atkins	Male	Philadelphia	Pennsylvania	19196	Buick	Skylark	1990	92,500	1
233	232	Leo	Waddup	Male	New York City	New York	10280	Lexus	SC	2010	310,050	1
234	233	Marc	Sherlock	Male	Chandler	Arizona	85246	Suzuki	Swift	1993	544,250	1
235	234	Bradly	Jerosch	Bigender	Mobile	Alabama	36622	Mitsubishi	Outlander	2008	340,850	1
236	235	Dania	Dionsetti	Female	Mobile	Alabama	36628	Jeep	Liberty	2006	365,550	1
237	236	Clyde	Chese	Male	Sacramento	California	95838	Porsche	Boxster	2001	129,650	1
238	237	Gertrudis	Kuhnt	Female	Texarkana	Texas	75507	N/A	N/A	N/A	158,150	0
239	238	Matthew	Waiting	Male	San Diego	California	92110	Maserati	GranTurismo	2008	25,750	1
240	239	Janey	Gristhwaite	Female	Washington	District of Colu	20231	Mercedes-Ber	E-Class	2005	507,800	1
241	240	Darcy	Humbie	Female	Des Moines	Iowa	50369	Kia	Sportage	1995	108,850	1
242	241	Ursa	Bullivent	Female	Zephyrhills	Florida	33543	Infiniti	Q	1997	14,000	1
243	242	Bartlet	MacVay	Male	Corpus Christi	Texas	78475	N/A	N/A	N/A	386,600	0
244	243	Ives	Duly	Male	Salt Lake City	Utah	84115	Chevrolet	Aveo	2010	343,250	1
245	244	Alanna	Olivetta	Female	Ocala	Florida	34479	N/A	N/A	N/A	369,900	0
246	245	Hort	Paybody	Male	Austin	Texas	78726	Chevrolet	Suburban	2009	313,950	1
247	246	Konstanze	Marcu	Female	Pittsburgh	Pennsylvania	15255	GMC	1500 Club Co	1992	553,550	1
248	247	Wilfred	Oldman	Male	San Antonio	Texas	78215	Ford	F-Series	2004	187,250	1
249	248	Veronica	Virr	Non-binary	Boston	Massachusetts	2119	Kia	Spectra	2001	330,950	1
250	249	Keelby	O'Daly	Male	San Antonio	Texas	78235	Toyota	Venza	2012	351,200	1

# ICE Motors Survey Questionnaire

ICE Motors: Electric Vehicle Survey

We will greatly appreciate it if you take a few minutes to complete this survey. It helps us improve our company.

**1. Have you ever driven an electric vehicle?**

A. Yes

B. No

**2. Would you ever consider owning an electric vehicle?**

A. Yes

B. No

**3. Electric cars drive smoother than gas cars?**

A. Yes

B. No

**4. Do you believe electric cars are better than gas cars?**

A. Yes

B. No

**5. Do you believe electric vehicles are more eco-friendly?**

A. Yes

B. No

**6. Do you believe electric vehicles can improve the environment?**

7. What electric car company's have you heard of?

A. Tesla

B. Toyota Prius

C. Kia Soul EV

D. Fiat 500e

# ICE Motors Survey Questionnaire

**8. What encourages you to buy an electric car?**

- A. Price
- B. Environmental effects
- C. References
- D. Trendy

**9. What discourages you from buying an electric car?**

- A. Price
- B. Lack of trust/knowledge
- C. Limited Range
- D. Unwillingness to adapt to new technologies

**10. Does an electric car have an influence on your image?**

- A. Yes
- B. No

**11. What is your age?**

- A. 18-25
- B. 26-32
- C. 33-39
- D. 46-53+

**12. What is your gender?**

- A. Male
- B. Female
- C. Trans-Male
- D. Trans-Female

# ICE Motors Survey Questionnaire

## 13. Marital Status

A. Married

B. Never Married

C. Single



**DONE**

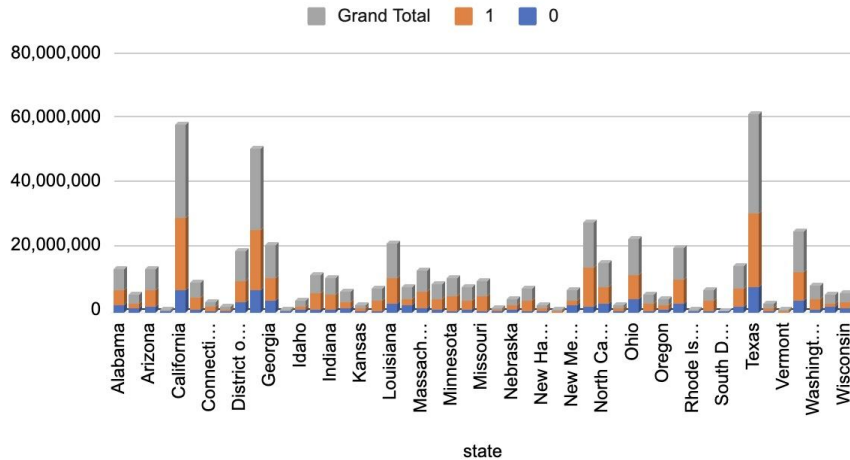
# ICE Motors Survey Results

The graph and pie chart, shows the results of the survey. The results are based on car owners, in the 50 states and their annual income. The team chose this method, to see where our product would be most successful in the United States. California, Texas and Florida are three states, that expressed the highest interest in our electric vehicles, therefore the thought of headquarters located in these areas should be considered.

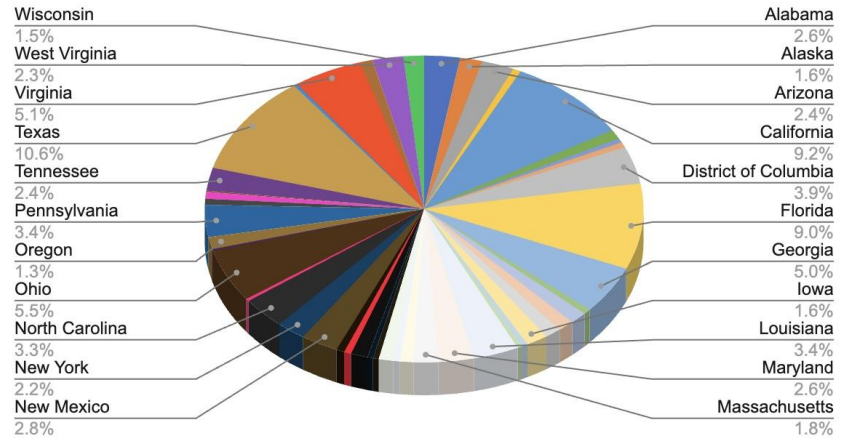
# Results of the of the survey

## Bar & Pie Chart

0, 1 and Grand Total



0, 1 and Grand Total





Thank You