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In This Issue:

1. Feature Paper - Bringing Together Manufacturing and Marketing Strategies; An Alternative Approach
2. Tip of the Week - Competition Life Cycle
3. Call for Papers - 4th International Conference on Diversity in Organizations, Communities and Nations
4. Call for Papers - The Administrative Sciences Association of Canada
5. Call for Papers - ASBE 29th Annual Meeting
6. Call for Papers - 2004 High Technology Small Firms Conference
7. Conference - 6th Cambridge Enterprise Conference
8. Conference - 8th Annual NCIIA Conference
9. Conference - 2004 USASBE Conference
10. Announcement - Industrial Marketing Management
11. Announcement - Nebraska Center For Entrepreneurship

Feature Paper

"Bringing Together Manufacturing and Marketing Strategies; An Alternative Approach"

This paper was presented by Marvin E. González (College of Charleston), Gioconda Quesada (College of Charleston), Carlo A. Mora Monge (New Mexico State University) at the 2003 Decision Sciences Institute on November 22-25, 2003 in Washington D.C.

The success of a product depends essentially on its capability to not only fulfill but to exceed customer expectations. Companies that accurately respond to customer needs take a crucial market leadership step in an environment characterized by high competition. Exceeding customer expectations requires a deep understanding about the customer and through the linkage between Marketing and Manufacturing strategies that information can be obtained and incorporated into the finished product.

To read the entire paper on "Bringing Together Manufacturing and Marketing Strategies; An Alternative Approach", visit the SBANC Web Site at <http://www.sbaer.uca.edu/research/2003/DSI/procs/212-7677.pdf>

Tip Of the Week

"Competition Life Cycle"

The Embryonic Stage

The embryonic stage is marked by excitement, naive euphoria, thrust, clumsiness, a high failure rate,

and much brainstorming. Pricing is high and experimental. Sales volume is low because the market is very small, and production and marketing costs are high. You need to locate your core customer and stress the benefits. Educating the customer may be necessary and costly. Competition has not yet appeared. It's difficult to find distributors, and resellers demand huge gross margins. Profit is chancy and speculative. Shrewd entrepreneurs, however, can close their eyes and divine the presence of a core market. Keep trying! The writers of Chicken Soup for the Soul went to more than 30 publishers before they found the one that propelled their multimillion dollar empire.

The Growth Stage

Product innovation, strong product acceptance, the beginnings of brand loyalty, promotion by media sizzle, and ballpark prices make the growth stage. Distribution becomes all important. Resellers who laughed during the embryonic stage now clamor to distribute the product. Strong competitors, excited by the smell of money, enter the arena of the market-place, as do new target customer groups. Profit percentages show signs of peaking. Brand loyalty begins as you try to establish your unique position. Media responses start to sizzle.

The Mature Stage

Peak customer numbers mark the mature stage. Design concentrates on product differentiation instead of product improvement. Competitors are going at it blindly now, running momentum even as shelf velocity slows. Production runs get longer, so firms can take full advantage of capital equipment and experienced management. Resellers, sensing doom, cool on the product. Advertising investments increase in step with competition. Some firms go out of business. Prices are on a swift slide down. Competition is very heavy. One needs to enter only if one has a unique twist on the product or truly provides a better product. But first ask yourself, "Can you realistically convey his message to your target customer?"

The Decline Stage

The decline stage is marked by extreme depression and desperation in the marketplace. A few firms still hang on. Research and development cease. Promotion vanishes. Price wars continue. Opportunities emerge for entrepreneurs in service and repair. Diehards fight for what remains of the core market. Resellers cannot be found; they've moved on.

"Small Business: An Entrepreneur's Business Plan" J. D. Ryan and Gail P. Hiduke, Thompson Learning Inc., 2003, page 100.

Call For Papers

"4th International Conference on Diversity in Organizations, Communities and Nations"

The 4th International Conference on Diversity in Organizations, Communities and Nations will be held July 6 - 9, 2004 at the University of California, in Los Angeles, California. You are allowed to submit up to one month after the conference.

Submission Deadline: August 9, 2004

For more information on this conference, visit <http://diversity-conference.com/JournalSubmission/#st>

Call For Papers

"The Administrative Sciences Association of Canada"

The Administrative Sciences Association of Canada Entrepreneur and Family Business Division invites you to submit a paper or symposium proposal for the 2004 Annual Conference. The conference will take place from June 5-8, 2004 in Quebec City, Quebec, Canada. The theme for this years conference is the "Research agenda for the next decade".

Submission Deadline: January 30, 2004

For more information on this conference, visit <http://www.asac.ca/asac.htm>

Call For Papers

"ASBE 29th Annual Meeting"

The Association for Small Business and Entrepreneurs invites you to submit a competitive paper for the 29th Annual Meeting that will be held on March 24-26, 2004 in Albuquerque, New Mexico at the La Posada de Albuquerque hotel. This years focus is "Small Business & Entrepreneurship: Meeting the Challenges in a Changing World."

Submission Deadline: January 15, 2004

For more information on this conference, visit <http://www.sbaer.uca.edu/asbe/call2004.cfm>

Call For Papers

"2004 High Technology Small Firms Conference"

The 12th Annual High Technology Small Firms Conference will be held on May 24 & 25, 2004 at the University of Tewnte, Enschede, Netherlands. The international conference will provide a unique opportunity for academics, opinion formers, policy makers and practitioners to discuss recent developments in the field of High Technology Small Firms.

Submission Deadline: December 11, 2003

For more information on this conference, visit <http://www.utwente.nl/nikos/htsf>

Conference

"6th Cambridge Enterprise Conference"

The 6th annual Cambridge Enterprise Conference will bring together entrepreneurs, investors, corporate ventures, academics, professional policy makers from all corners of the globe, to contribute and to learn from the latest thinking on the vital topic of enterprise. The conference is to be held on March 24 - 26, 2004 at the Churchill College, Storey's Way, Cambridge, United Kingdom. Accommodations in single study bedrooms at Churchill college will be allocated to delegates who make a reservation prior to the conference.

For more information on this conference, visit <http://www.cambridgeenterprise.co.uk/2day.shtml>

Conference

"8th Annual NCIIA Conference"

The 8th Annual NCIIA Conference will be held in San Jose, California at the San Jose Marriott on March 18 - 20, 2004.

For more information on this conference, visit http://www.nciia.org/news_events.html

Conference

"2004 USASBE Conference"

The 2004 United States Association for Small Business and Entrepreneurship Conference will be held on January 15 - 18, 2004 in Dallas, Texas at the Westin Galleria. The theme for this year's conference will be "Deep in the Heart of Entrepreneurship Texas '04".

For more information on this conference, visit <http://www.usasbe.org/conference/2004/index.asp>

Announcement

"Industrial Marketing Management"

Industrial Marketing Management Special Issue: On New Product Development In Asia invites conceptual empirical and in-depth case study papers that focus on new product development in Asia for publication considerations in an upcoming special issue. We are particularly interested in development in Asia and that in the West. Papers can be in any area of new product development as long their primary focus is Asia.

Submission Deadline: September 1, 2004

For more information on this conference, visit <http://personal.cityu.edu.hk/~mgozer/immcall.htm>

Announcement

"Nebraska Center For Entrepreneurship"

The Nebraska Center For Entrepreneurship announces the 17th Annual International NU Venture Plan Competitions. The only open competitions available to both undergraduate and graduate teams. Graduate competitors have the opportunity to win up to \$10,000 and Undergraduate competitors up to \$7,500! Our goal is to improve the chances of entrepreneurial success by exposing students to quality feedback and some of the most competitive and innovative entrepreneurial enterprises in the world.

Submission Deadline: February 6, 2004

For more information on this conference, visit <http://www.cba.unl.edu/outreach/ent/bpc>

If you have any comments about the SBANC Newsletter, or if you know of an upcoming Small Business event to promote, please contact Lester W. Clements II at lestclem@hotmail.com

The SBANC Newsletter is provided as a service to the members of our affiliates: **Academy of Collegiate Marketing Educators (ACME), Association for Small Business & Entrepreneurship (ASBE), Decision Sciences Institute (DSI), Federation of Business Disciplines (FBD), International Council for Small Business Congress (ICSB), Institute for Supply Management, The International Small Business Congress (ISBC), Marketing Management Association (MMA), Small Business Administration (SBA), Service Corps of Retired Executives, Small Business Institute (SBI), Society for Marketing Advances (SMA), United States Association for Small Business & Entrepreneurship (USASBE), U.S. Department of Veterans Affairs and Western Decision Sciences Institute (WDSI).** If you are interested in membership or would like

further information on one of our affiliates, please see our web site at <http://www.sbaer.uca.edu>

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