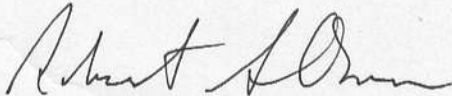


needs and wants of these segments. Importantly, these reports all suggested priority areas and a strategic timeline with regard to what tactical elements should be addressed first and which elements can be addressed later.

I have enclosed a copy of one student's atmospheric assessment (name removed). For the tactical assessment, the MBA class broke into three teams. A copy of one of the MBA reports with team member names removed is enclosed. I believe that all students in the class gave written permission to distribute these reports (with their names) publicly; assuming that I do have permission for all reports, I will make color copies of all three reports to bring to the next meeting of the Land Reuse Committee.

Thanks again for helping us out with these live case studies. I hope that my students have provided you with some ideas and insights that you can use.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert S. Owen".

Robert S. Owen, Ph.D.
Associate Professor of Marketing