



Southwestern Ohio Steel Co, LP: The Matworks Decision

Presentation

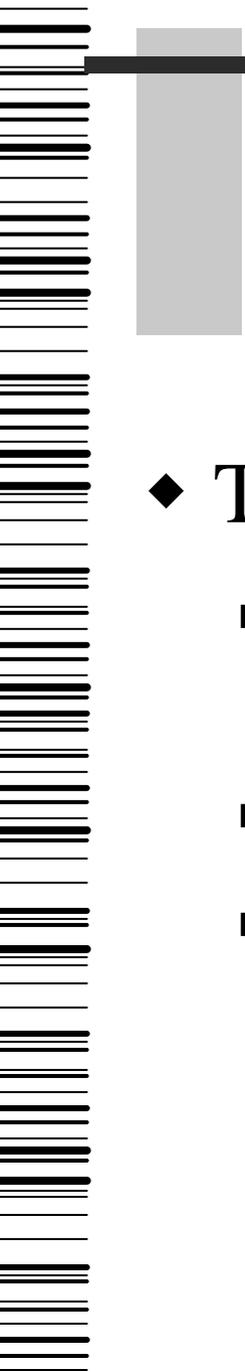
for

B2B Class

WVU

Agents

- ◆ Southwestern Ohio Steel Limited Partnership
 - Dan Wilson, SOSLP VP Sales
- ◆ Matworks, Inc
 - Joseph P. Pendleton, VP and General Manager
 - Linda Lewis, Director of Communications
- ◆ Customers
- ◆ Competitors



Act

◆ The act:

- Dan Wilson receives letter from Joseph P. Pendleton for financial support
- Decision to be made to sponsor or not sponsor
- Expected phone call from Linda Lewis



Our Agenda

- ◆ Advantages and disadvantages of not sponsoring
- ◆ Advantages and disadvantages of sponsoring
- ◆ Our recommendations



Advantages of Not Sponsoring

- ◆ Save money
- ◆ Stay within budget
- ◆ Follow company strategy
- ◆ Avoid future sponsorship requests
- ◆ Avoid displeasing other customers



Disadvantages of Not Sponsoring

- ◆ Loss of business opportunities
- ◆ Decline of corporate image
- ◆ Possible loss of sales
- ◆ Not supporting Matwork's morale

Disadvantages of Sponsoring

- ◆ Money
- ◆ Changing the budget
- ◆ Restructure the marketing strategy
- ◆ Decrease the profit margin
- ◆ Prices will rise after the promotion adjustment

Advantages of Sponsoring

- ◆ Learning about competitors
 - Their products and technology
 - Their selling strategy (risky or conservative)
 - Their customers
 - Their budget and promotions



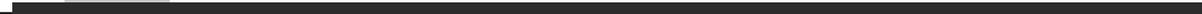
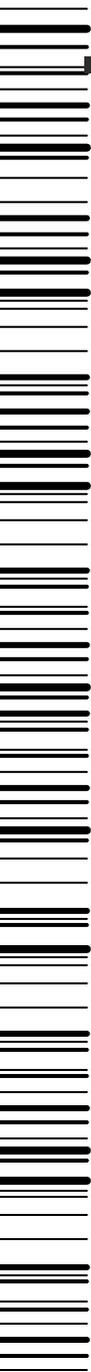
Advantages of Sponsoring

- ◆ New business opportunities
- ◆ Relationship building
- ◆ Improve corporate image
- ◆ Up-to-date research
- ◆ Keep up with new marketing trend
- ◆ Test new market plan idea



Our Recommendation

- ◆ Sponsor the event
- ◆ Why?
 - Serial Learning
 - Fits the budget
 - Improve corporate image
 - Set the tone
 - Foundation for building relationships



Discussion



- ◆ If you were in this situation would you sponsor an event?
 - If yes, which event?
 - If no, why not?