

## DELIVERABLE GOALS

This deliverable aims to provide a series of recommendations for Doing Good Works to strengthen and streamline its business operations, as well as provide methods to leverage its social impact operations as a marketing tool. During our project, our team recognized that it would be critical for Doing Good Works to maintain and improve the business component of its social enterprise to ultimately use those profits and partnerships to better support the impact the organization can make in improving the lives of foster youth in California.

## RESEARCH METHODOLOGY

Our team conducted extensive primary and secondary research throughout the semester to allow us to best address both the business and social impact components of DGW.

For primary research, our team created three key surveys: two which were used to analyze DGW’s current customer base and one that was geared towards evaluating the local business landscape to gauge its potential interest in working with a social enterprise manufacturer, such as Doing Good Works.

Per secondary research, our team interviewed a variety of USC professors to gain expert insight into marketing and social impact organizations. We also conducted much of our research online, looking into best practices other organizations and businesses have employed to ultimately craft recommendations that would be applicable to DGW.

## DELIVERABLE STRUCTURE

After synthesizing and analyzing all the research we conducted over the course of the semester, we came up with four main components for our recommendations that will answer the following questions:

