**PLANNING BUSINESS TRAVEL**

Congratulations! Following a successful sales pitch to the executives of Sporting Goods Unlimited, you have been selected to handle the new account with MC Sports. Sporting Goods Unlimited will be supplying MC Sports with a complete line of sporting goods equipment and accessories.

MC Sports has corporate offices in many major cities throughout the United States. Your supervisor, Debra Jones, Vice President of Marketing, has instructed you to take a business trip and meet with various representatives from MC Sports.

**Background information & Planning**:



Choose a major city within the United States (for example: New York City, Chicago, Los Angeles, Dallas, etc.) and plan a business trip to that location. Your trip will be Sunday, December 6th through Wednesday, December 9th, 2009. Sunday will be a travel day. You will schedule and attend all the necessary business meetings and activities Monday through Wednesday. Then, travel home on Wednesday. Debra Jones is expecting you to present your trip budget and the details of your travel plans to her before the trip.

You will complete the following activities for this project:

* 1. Find a roundtrip flight from Traverse City to the city of your choice.
  2. Locate a rental car for use while you are away.
  3. Find a hotel at which to stay during your trip.
  4. Organize an afternoon round of golf with the MC Sports’ sales staff.
  5. Plan for a business dinner with the CEO of MC Sports, Sam Smith.
  6. Write a letter, to send in advance, arranging the dinner meeting mentioned above.
  7. Write a memorandum arranging a meeting with Debra Jones (your boss) to present the details of your trip—including your budget.
  8. Prepare a short slide show for the presentation mentioned above.
  9. Put together an Excel worksheet that lists your trip expenses and the total cost of your trip.
  10. Find 2 attractions, in the city you are traveling to, that you might visit in your free time.
  11. Design a brochure highlighting information about the city you’re traveling to including the 2 attractions mentioned above.

1. **Research** **the Internet**:

Find information about all necessary arrangements/accommodations.  **Keep track of the cost of each item and the sources of your information** (a form is provided to help you). Look for the following in your search:

* 1. Flight—round trip from Traverse City; look for the cheapest but most convenient.
  2. Rental car—mid-size or economy car; not a flashy sports car. Sporting Goods Unlimited has a policy in place that limits the expense for a rental car to $100 per day.
  3. Hotel—single adult, non-smoking room within a reasonable distance (5 - 10 miles) of the city you are visiting. Sporting Goods Unlimited has a policy in place that limits the expense for a hotel room to $150 per night.
  4. Golf outing—find a golf course or resort for an afternoon golf outing (a round of golf typically includes 18 holes with a cart; you need to find an appropriate golf course and determine the approximate cost for 8 golfers).
  5. Restaurant—choose an appropriate and convenient restaurant for your dinner meeting. Keep price, atmosphere, and menu selections in mind when making your choice (a typical business dinner takes place at a more upscale restaurant; find an appropriate restaurant and determine the approximate cost of a dinner for 2 people).
  6. Cultural and/or tourist attractions—locate 2 attractions that you will visit during your trip (the cost of these visits will not be part of your business trip expenses; you will pay for these out of your own pocket).

1. **Generate Related Business Documents & Information**:
   1. Trip Budget – Create an organized, professional-looking worksheet of the expenses related to your trip—be sure to calculate (use a formula) a total cost. Include use of appropriate cell formatting, borders and/or shading, and other items that will enhance the visual appeal of your information.
   2. Business letter – Type a business letter to Sam Smith, CEO announcing your plans to visit MC Sports and requesting a dinner meeting with him. The address for MC Sports is 5552 Athletic Drive – use the city you are traveling to and the appropriate state and zip code to complete the mailing address. The body of the letter can be found on page 3 of this document. Type the 3 paragraphs as they are written. Include all other letter parts and follow full-block letter format.
   3. Memorandum – Write a memo to Debra Jones arranging a meeting to present your trip information. Use proper memo format.
   4. Presentation – Before your trip, you will need to present your trip details and trip budget to Debra Jones. **Start by using Word’s outlining feature to organize the information that will be in your presentation**. Your presentation must be 6 slides or less and include, but is not limited to, the following:
      * + An appropriate title
        + A brief overview of your trip
        + The trip budget—Individual expenses and total cost of your trip
        + Summary/conclusion

Send your outline to PowerPoint and design slides to use as visual aids in your presentation.

* 1. Brochure – Design a brochure highlighting information about the city’s attractions. You might also include interesting facts and information about the city you are traveling to. Be sure to include use of items that will enhance the visual appeal of your information. Your brochure must be printed double-sided.

1. **What do I turn in?**

Identify yourself, by typing your name in the header section, on any document that does not already include your name.

1. *Business Travel Source Information* form
2. Trip Budget worksheet—normal view and formula view
3. Letter to Sam Smith
4. Memorandum to Debra Jones
5. Presentation outline
6. Slide handouts—6 slides per page
7. Brochure—printed double-sided

*Have fun, be creative, but keep it professional!*

**Letter**

Paragraph #1 – *We, at Sporting Goods Unlimited, are excited about your decision to work with us. To ensure a smooth transition from your previous supplier and to prevent a reduction of your inventory supplies, I will be visiting you in the near future.*

Paragraph #2 – *My trip is planned for <<insert the correct date here>> through <<insert correct date here>>. I’d like to meet with your entire sales staff first thing Monday morning. Also, I’d love the opportunity to meet with you over dinner on <<insert the correct date here>>. I will have some fabulous examples of our products for you and your staff to preview. My assistant will phone you some time next week to arrange the meeting times and locations.*

Paragraph #3 – *It is my pleasure to have been assigned to your account. I look forward to meeting with you personally. If there is anything else you need between now and the time of my visit, please don’t hesitate to contact me at (231)346-5551 extension 525.*

Sign the letter using your own name. Your job title is Account Executive.