



ONETOOTH
activewear

Hogwarts Challenge: **ONE TOOTH Evaluation**

One Tooth Active Wear Arrives in Guelph

The Guelph Tribune - Troy Bridgeman

GUELPH – Staying in shape has never been more popular and there is no reason why you shouldn't look good while you do it. Being fit and fashionable is the focus of five local entrepreneurs and their new store downtown.

"I have worked in the fitness industry as a personal trainer here in Guelph and the surrounding area for the past 10 years so this was a good fit for me," said Candie Bower.

"It's fitness and fashion with passion." Bower is co-owner of One Tooth Activewear. It's a sports clothing store that just opened in downtown Guelph on Macdonell Street.

"Friday is our grand opening," she said. "It is women's and men's active wear and casual clothing." One Tooth Activewear started in 2000 with two stores in Vancouver and has since grown to 17 locations across Canada. The name is meant to reflect the company's commitment to honesty and goodwill and, according to their marketing literature, comes from an ancient Aboriginal morality story about honesty where each time a person lies, they lose a tooth.

"It was the owner's business ethics that attracted me to One Tooth," Bower said. "It was also the quality, variety and versatility of the clothing." It is those same qualities that convinced co-owner Patti-Jo Pumple to open a franchise in Sarnia with her sister-in-law three and a half years ago."

I was attending a boot camp in Sarnia and I wanted to buy some of the clothing that the girls there were wearing," Pumple said. "They introduced me to One Tooth." At the time there were two One Tooth Activewear stores in Ontario – one in Ottawa and the other in Collingwood."

KEY LEARNING GOALS:

A note from Mr. Parsons

This project is a formative presentation to help you understand the importance of developing a strong organizational structure and can identify the different management strategies a manager may use.

You also have an opportunity to demonstrate your business communication skills through the different aspects of this project.

Detailed feedback will be provided for each student following your presentation.

Finally, I hope the unit theory will help you to properly assess an organizations success.

Overall Expectations:

1. Assess the role of management within an organization.
2. Demonstrate the use of appropriate communication techniques related to business management.
3. Demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly).

My sister-in-law and I went to visit the store in Collingwood and after looking at the product we decided to start a franchise," she said. "Within six months we were open and we love it." Bower was introduced to Pumple through friends, John and Lisa Sanvido, who are also co-owners of the new store." I went to high school with John so we have known each other a long time,"

Supporting the community downtown is a focus for the other partners as well. "The majority of us were either born and or raised in Guelph and we have been a big part of the community participating in a lot of fundraising events." "We came down here because in the future there is going to be a lot of good growth in this downtown core with everything being built around it." Supporting and promoting the local and national economy is important to the partners.

"I think it's important that we try to promote as many Canadian-made garments as we can and that is why 85 per cent of our products are manufactured in Canada," Pumple said. "We want to give jobs to our fellow Canadians and I am hoping we will see more fitness industry clothing lines develop."

ONE TOOTH Activewear

After years of manufacturing yoga and fitness apparel in Vancouver for other famous brands, ONE TOOTH created its own line of high-quality clothing. We have more than 26 locations all across North America.

What does 'ONE TOOTH' mean and where did it come from?

It's from an old tribal story that says if you tell a lie, you'll lose one tooth. Our founder, wanting to build an ethical business named it ONE TOOTH as a reminder of this philosophy of honesty and goodwill. With exceptional products and prices, ONE TOOTH is a fantastic value in an often over priced industry.

Clearly outline the 5 areas of success and the 6 QWL to look for areas of improvement. Use Porters to evaluate the companies position on entry and a SWOT to develop plans for improved success.

Additional Presentations guidelines:

- Maximum 15 minutes for all presentations.**
- Include an appropriate introduction and conclusion.**
- Test all technology and be prepared to start.**
- Dress professional.**
- Include pictures (and/or video) that support your analysis.**

Part A: Presentation Component - Each group member is responsible for covering one area.

Stage #1) Organizations in the 21st century must consider five focus areas for success. Complete the research the five focus areas. How is the organization performing in each of the 5 success areas? Defend your decision with evidence.

Stage #2) Outline the Quality of Work Life for the organizations employees. How is the organization performing in these 6 QWL indicators? Defend your decision with evidence.

Stage #3) Complete an analysis of the organization using Porters Five Forces Model. How is the organization performing in any three of Porters 5 Forces Indicators? Is it an attractive industry for your organization? Defend your decision with evidence.

Stage #4) Complete a SWOT Analysis for the organization. part of your analysis/finding should be based on your interview. Outline the strengths, weaknesses, opportunities and threats for this organization? Defend your decision with evidence.

Stage #5) Evaluate the owner as a leader. Use the 3 skills sets of a manager to defend your evaluation of his leadership abilities. What is the CEO's vision for the company? Outline your own predictions/forecast on whether the company will be successful based on the companies vision.

Part B: Presentation Format

You presentation must incorporate multimedia (such as Powerpoint) to present your research and analysis. The presentation should be shared equally between all members. Each member is also responsible to ensure that the have an understanding of all components for the assignment. Proper presentation guidelines (discussed previously) should be followed.

Specific Presentation Expectations:

- Demonstrate appropriate presentation techniques for both groups and individuals.
- Demonstrate the use of short-term planning tools and strategies.
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse organizational strategic plans, using a variety of management tools (e.g., strengths, weaknesses, opportunities, threats analysis (SWOT analysis); political, environmental, social, technological analysis; Porters five forces competitive model).
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse the characteristics of effective leaders (e.g., integrity, drive, vision, commitment to equity and diversity in the workplace).
- Demonstrate the ability to use time-management techniques.

Summative Rubric:**Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /30 Marks****Project Expectations:**

- Did you use critical thinking skills to evaluate businesses through data analysis?
- Based on your assigned section, did you evaluate the costs & benefits to the company? Did you use your tools for assessment effectively (your assigned section)? Did you complete accurate and effective research? Were all areas for organizational assessment completed (and to what degree of success)?
- Did you apply planning theories/strategies to a variety of situations?

Level 1: Does not appropriately use critical and creative thinking skills; Uses concepts, skills and procedures in familiar contexts with limited effectiveness.

Level 2: Uses critical and creative thinking skills with limited effectiveness; Uses concepts, skills and procedures in familiar contexts with some effectiveness.

Level 3: Uses critical and creative thinking skills with moderate effectiveness; Uses concepts, skills and procedures in familiar contexts with considerable effectiveness.

Level 4: Uses critical and creative thinking skills with a high degree of effectiveness; ; Use concepts, skills and procedures in familiar contexts with a high degree of effectiveness.

Part B: Presentations Skills - Individual Mark**Category - Communication****Weight: /20 Marks****Project Expectations:**

- Did you communicate information and ideas through writing and visual and oral presentations?
- Did you demonstrate effective use of Multimedia Presentation Software?
- Did you demonstrate appropriate presentation techniques (relevant to business environments)?

Level 1: Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

Level 2: Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

Level 3: Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

Level 4: Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.

BOH UNIT #1: SUMMATIVE - TOTAL MARKS:**Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /30 Marks****Part B: Presentations Skills - Individual Mark****Category - Communication****Weight: /20 Marks****/50 Marks**