

# The Fourth Annual ACRA Undergraduate Student Retail Analysis Competition: Location Analysis



## Submission Deadline: **March 6, 2009**

ACRA is pleased to announce the fourth annual ACRA Undergraduate Student Retail Analysis Competition to be held in conjunction with the Spring 2009 conference, scheduled in Las Vegas, Nevada, May 2009. This year's competition will be a location analysis for Port of Subs sandwich shops. Faculty are asked to recruit undergraduate students who are interested in retailing to participate. Student (or student teams) will compete by selecting a new site for a Port of Subs franchise store and developing a business plan to support their site selection. The competition is co-chaired by Doreen Burdalski of Albright College, Carol Kaufman-Scarborough of Rutgers University and Hong Yu of Ryerson University.

### Recruiting Students:

Faculty can choose multiple methods of involving students: class assignment, directed study, outside class project, etc. Students must be attending a four-year degree program, but are not required to be in a specific major or to have completed specific courses in order to participate. Participating students and faculty will have access to SimplyMap, a geo-demographic mapping application similar to GIS. (More information can be found by clicking the link, SimplyMap). Please send names and email addresses of participating students and sponsoring faculty to [acracompetition@geographicresearch.com](mailto:acracompetition@geographicresearch.com) or [dburdalski@alb.edu](mailto:dburdalski@alb.edu) to have access to SimplyMap.

### Sponsoring Faculty Member:

All submissions must be sponsored by an ACRA member. Membership materials are available at the ACRA website [www.acraretail.org](http://www.acraretail.org).

### Information on Port of Subs:

*Entrepreneur* Magazine's "Franchise 500" and *Restaurants and Institutions* "Top 400" have recognized Port of Subs as one of the top franchising opportunities in the US today. The Port of Subs brand has become synonymous with quality sandwich making and superior customer service. Currently there are over 140 Port of Subs units in six Western states and it is positioned to grow to over 200 units in the next two years. Each store makes their sandwiches fresh-to-order by slicing top quality meats and cheeses for each order while the customer looks on. This unique operating system has enabled Port of Subs to be voted Reno's Best Sub-sandwich restaurant 18 years in a row. More information can be found at [www.portofsubs.com](http://www.portofsubs.com).

### Winner:

Three cash prizes will be awarded to the winners as follows: first \$1000 (\$500 from ACRA and \$500 from Geographic Research Inc.), second \$500 (\$300 from ACRA and \$200 from Geographic Research Inc.), and third prize \$300 (\$200 from ACRA and \$100 from Geographic Research Inc.). The first-place winner will be invited to the ACRA Spring 2009 Conference. The student winners and sponsoring faculty member will each receive a plaque from ACRA. Winning student papers will have the opportunity to be posted on the ACRA website.

Specifics regarding deliverable outcomes will be emailed to all ACRA members by September 30, 2008. Contact Doreen Burdalski at [dburdalski@alb.edu](mailto:dburdalski@alb.edu) with any questions.