

The Merit of a Points-based Merit System at the Edwards School of Business

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The Smile Brand, Inc.



Katelyn Edwards



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How the Smile Brand Works

Mission Statement: Every child deserves to smile

Provided Service



Meet Spencer



Meet Kwadwo



Marketing

Understanding the Client

- Biology
- Medicine
- Social
- Economics
- Problematic Medical/Educational Models

Reception

- Quality
- Innovative
- International
- Private
- Complimentary
- Impassive

Change in Ghana

Economic
Social
Demographics

Donation Structure

Equalized All Donations (for every amount)
at 1.00x Multiplier
0.50x Multiplier (for 1000+)
100.0000 (1000000) Multiplier (1000000+)
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Marketing

Understanding the Cliff

- Biology
- Medicine
- Social
- Economics
- Anthropometric, Medical, Educational Models

Perception

- Quality
- Reliability
- Interpersonal
- Private
- Complimentary
- Inexpensive

Change in Ghana

- Economic
- Social
- Demographics

Donation Structure

Types of Donations (see profile below):
 25,000 (100%)
 100,000 (100%)
 150,000 (100%)
 200,000 (100%)
 250,000 (100%)
 300,000 (100%)
 350,000 (100%)
 400,000 (100%)
 450,000 (100%)
 500,000 (100%)





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The Basic Concept

The Smile Brand is the only nonprofit in the world to ensure the education of impoverished cleft children, while also providing access to free medical care, beginning in Kumasi, Ghana.
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Making It Work

Tampa business will donate a portion of their annual profits to the Smile Brand, receiving nonprofit tax write-offs along with the marketing value of being a part of the Smile Brand.

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The Result

The Smile Students will receive an elite, boarding school education at the Kumasi International Community School.

ICS is located 10 minutes from Komfo Anokye Hospital, where they will receive free medical care, courtesy of the Smile Train.
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Problems

1. Established Medical Care System:

- Good: The Smile Train and free cleft surgeries
- Bad: No access because of costs

2. Established Education System:

- Worse: cannot attend free public school

Results: unused free medical resource,
economic burden of unemployed

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Solution

1. Proposed provision of access to Medical Care System:

- boarding Smile Students at ICS
- Access to the Smile Train's medical care that they would never receive having lived in their rural village

2. Proposed Education System:

- able to attend school

Results: proper use of free medical resources, economic boon of producing educated, elite students and future leaders of Ghana

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