

# Weighing Career Choices

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**Alan Bream**  
- New graduated from Ivey School of Business.  
- Should make a decision between two job offers.  
- Assistant Marketing Manager at CPG firm.  
- Self-employed consulting, working full-time for a small tool and die firm.

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# CPG

or

# Self-Employed

[ S W O T ]

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## Firm Introduction

Based in Toronto

- +Well known for its excellent training program
- +Excellent choice to build a successful career

## Job Description

Work with a marketing manager to co-ordinate activities for selected Canadian brands.

**Working Hours:** 08:30 a.m. to 16:30 p.m.

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# Salary & Benefits

\$70,000 Salary

Stock purchasing plan  
(max %3 of salary)  
Health Plan (worth \$4,000)

**Total Extra: %20 of Salary**

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# Career Path

30 new assistants,

0-6 months: training, speeding up

0-3 years: assistants are evaluated by 5-6 criteria and ranked

1 - top (2-3 person) (%20 raise)

2- good

3- moderate

4- great need of improvement (2-3 person) (%10 raise)

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3-4 years

promote to Marketing Manager

8-11 years

promote to Category Manager

18-26 years

promote to General Manager

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Self-employed consultant working  
with a small die and tool firm.

## **Job Description**

Suggesting to improve the  
company's outdated  
procedures.

Flexible working hours



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## **Salary & Benefits**

\$70,000 Salary

■ consulting expenses  
(office equipment, **-\$30,000**  
■ meals, travel, supplies)

Also taxes and health care needs..