

# SCAVENGER HUNT



# TEAM HIGH STEAKS



# SWOT: URBAN OUTFITTERS

## Strengths:

Urban Outfitters has a strong brand recognition, boasting over 9.3 million followers on Instagram. They are able to utilize digital platforms to outperform mall retailers. Urban Outfitters has found a strong niche to capture a loyal target audience of 18-35 olds, with edgy band tees and nostalgic collections. Urban Outfitters revel in controversy, using scandals to increase their image as an "edgy" or "alternative" retailer.

## Weaknesses:

Urban Outfitters have received social media backlash over numerous internal issues and public relation nightmares. Many have attempted to boycott or blacklist the store in response to CEO Richard Hayne's donations to right wing politician, Rick Santorum, who's views oppose many in their target audience. Urban Outfitters have also made numerous offensive products including drug imagery, clothing related to violence and other culturally sensitive items. The subsequent PR mess has harmed Urban Outfitters public image. Moreover, Urban Outfitters targets a younger demographic, who have continually decreased in spending power from 2016 to 2020.

## Opportunities:

As retail shifts from brick-and-mortar stores, Urban Outfitters have been able to create trendy installations and store designs that entice customers to shop in person. They offer an in-person pickup option for items on the web store and effectively use social media for ad campaigns and contests to boost engagement. Urban Outfitters have also worked to decrease shipping times on their items, allowing them to compete with other stores who stock similar goods such as Amazon.

## Threats:

Because of COVID-19, Urban Outfitters shipping times have drastically increased, while competitors such as Amazon continue to provide (relatively) reliable service. Many of the products sold by Urban Outfitters are non-essential so the company is not financially lucrative, losing 138 million dollars in Q1 of 2020. As the social justice movement continues, Urban Outfitters will come under closer scrutiny and may not be able to afford many more insensitive mishaps or racial profiling in stores.

# "HOME" - A HAIKU

Welcome to Philly  
City of brotherly love  
Make yourself at home!







# GENO'S VS. PAT'S



There's a war that's been waged in South Philly for decades. *Geno's* and *Pat's* sit diagonally across a street from each other. Both have the same curbside layout with picnic tables bordering their stores and claim to make the best cheesesteak. Both take full advantage of their reputations-- and by that I mean their rivalry. The rivalry begins with the movie *Rocky*. In *Rocky*, *Gazzo* takes *Rocky* for a cheesesteak at *Pat's*. With the movie's popularity, trips to *Pat's* became a thing to do. When you trek all the way down to South Philly, you might as well try the other place across the street. *Pat's* and *Geno's* played up their manufactured rivalry. The owner of *Geno's* put up signs saying: 'The Best,' 'Ace beats King,' 'No need to order double meat, walk across the street,' trying to make it seem like his business was cleaner, better, and flashier. Customers were drawn to both stores wanting a piece of the action and to have their own opinion on the age-old debate. This works in favor of both *Geno's* and *Pat's* leading me to believe this war is more likely a bit of marketing genius.

# OUR GYM MASCOT



**FRANK**  
**THE**  
**TURKEY**

Fun Fact: Ben Franklin wanted the turkey to be the national animal.

# BEN FRANKLIN - A TRUE INNOVATOR



Ben Franklin invented this season's must-have accessory... swimming fins! (Bonus points for sporting a Penn hoodie? He invented that too!)



# BARNES FOUNDATION

The main reason for the change in location of The Barnes Foundation in Philadelphia was due to limits on attendance and public hours due to zoning restrictions. There has been huge controversy on the reason for its movement which is due to the lack of financial support due to Barnes' rules on keeping the galleries "for art education, not commercial display". The galleries were open to the public only two days a week and the rest were dedicated to educational programs. After decades Barnes wishes were gradually superseded by the need for commercialization and profit. Many say the main reasons that make up the controversial issues are legal, commercial and context problems. If I was in a leadership role, to maintain a steady profit while keeping the wishes of Barnes I would promote towards school institutions. I would benefit off of providing classes through package deals with visitations to schools with art programs. This method solves the legal issues and promotes the museum. Partnering with TripAdvisor and airline companies to promote business would be another good idea to introduce crowds as well as have a presence on social media for younger audiences.



# A CITY OF INNOVATION

1928

## Bubble Gum

Bubble gum was discovered on accident by accountant Walter Diemer. He coined his product "Dubble Bubble".

1935

## Monopoly

Monopoly was developed by Parker Brothers to teach the 99% about income.

1943

## Slinky

The Slinky was created by Richard James as an attempt to create a spring to keep ship equipment steady at sea.

1959

## Philadelphia Chromosome

The Philadelphia Chromosome was a medical discovery by Nowell and Hungerford at the Fox Chase Cancer Center.

2007

## Invite Media

Invite media was created as a next generation platform for display media trading by Turner, Becker, Weinberg, and Provenzano.

Philadelphia is home to many start-ups and inventions. Here are a few!