
Business Education- Louisburg High School

Thursday, February 1, 2018

16 S. Broadway
Louisburg, KS 66053

Dear Chamber of Commerce:

Hi my name is Adrienne Lane and I am the Business Education teacher at LHS. This is my first year at LHS and I am wanting to work with the community and local businesses to help develop my business program and to increase the relationship between local companies and the students at LHS.

This year in Marketing Research the students are learning the five steps of Marketing Research:

1. Define the objective
2. Obtain data
3. Analyze the data
4. Recommend solutions to the problem
5. Apply the results

For our final project we would like to work with businesses in the Louisburg Community and conduct marketing research for local companies. The plan would be to meet with business owners and discuss their business and what potential "problems" they would like for our class to research. After the first initial meeting the students would conduct primary and secondary research to obtain data for the company's "problem". After research is complete students will analyze data, then set up a time for the companies to return so the students can present their findings/solutions.

If your company would be interested in being a part of this project please email me at lanea@usd416.org or call 913-837-1720 work or 816-503-1388 cell. I look forward to hearing from you.

Sincerely,



Adrienne Lane

Business Education Teacher
Louisburg High School