



September 12, 2020

Greetings!

The team at **Brenntag** is very excited to sponsor the Fall 2020 Collegiate Challenge, co-sponsored by the **Council for Retail and Sales and DeSales University**. This team-based competition is tasked to solve a real business opportunity for our company.

This year's CRS Collegiate Challenge, powered by Brenntag, is designed to help them launch a new product line during the COVID pandemic. The top team will get \$1,500 to be divided by team members and a 'traveling' trophy that will be housed at the winner's school. The second-place team will be awarded \$500 to be divided by the team.

The competition culminates in an online regional competition to be held on October 29, 2020. Each school or branch may submit up to 2 teams. Last year some of the colleges ran a local competition and then sent their top team(s) to the final competition. This is a great class or club (e.g. Enactus, Business Clubs, LaunchBox) project! The competition will be judged on the written executive summary and the presentation.

Details of the Challenge are in the following pages. We think presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

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Fall 2020 Online Collegiate Challenge Powered By



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Important Dates

| | |
|----------------------------------|--|
| Friday Oct 2, 2020 | Intent to Participate Form is Due (form is online) |
| Thursday Oct 22, 2020 | Executive Summary and Video due by 5pm. Send to Elaine Thode, CRS Program Director, councilforretailsales@gmail.com |
| Thursday Oct 29, 2020 | Video Conferences with Teams and Judges. The schedule will be announced on Oct 23. |

Direct questions to: Elaine Thode, CRS Program Director,
councilforretailsales@gmail.com

CRS Collegiate Challenge Case Information **Powered by Brenntag**

INTRODUCTION

You've heard the Shark Tank television show. We're taking that concept and applying it to a collegiate competition in marketing and sales!

When you enter the **CRS Collegiate Challenge, powered by Brenntag**, you gain both practical and theoretical experience through the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of the competition will be on helping Brenntag launch a new product line during the time of Covid-19. The competition/awards ceremony will be held online on October 29, 2020. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

CASE INFORMATION

Background

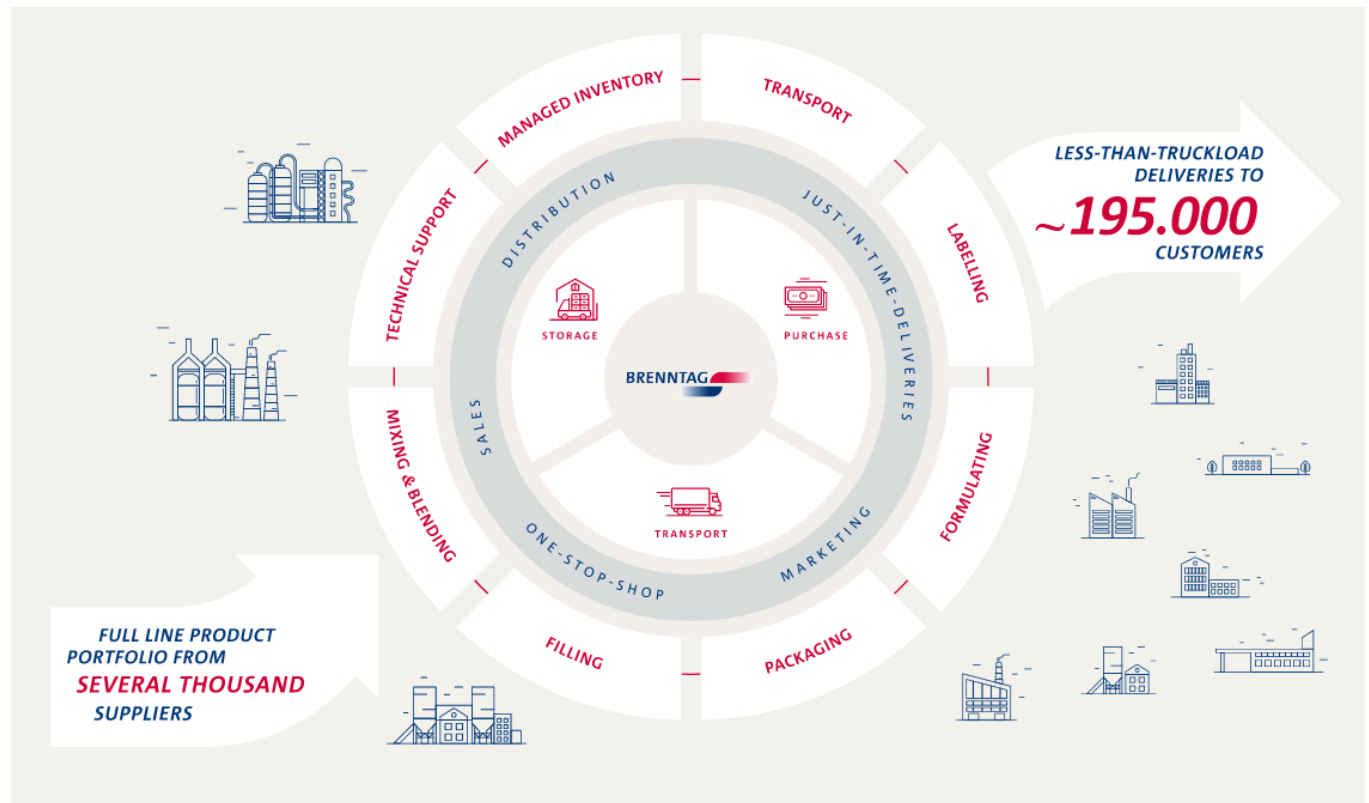
You may not know this but Brenntag is part of your everyday life! If you use face cream, cosmetics, shampoo, easy-to-prepare foods, drinks, and hundreds of other products then most likely one of those products has ingredients supplied by Brenntag.

Brenntag was founded in 1874 by Philipp Mühsam in Berlin. The company originally was called "Brennstoff-, Chemikalien- und Transport AG" and wholesaled eggs. In 1938 the company was renamed "Brenntag". The company grew over the years as it entered the chemical distribution market. Between 1980-86, the company expanded to the United States through acquisitions of several distributors including Western Chemical (1980), Textile Chemical (1981) and Delta (1986). Since then the company has continued its international growth.

In 2018 Brenntag launched its global Food & Nutrition brand and strengthened its position as a leading provider of food ingredients to the international marketplace. With over 17,000 employees worldwide, today Brenntag is the global market leader in the distribution of specialty and industrial chemicals, chemical products, and ingredients. The company has 640 sites in 77 countries. [Watch this video overview on Brenntag Food and Nutrition.](#)

Business Model

Brenntag is the global market leader in chemical and ingredients distribution. The company connects ingredient manufacturers with leading food and nutraceutical producers. Brenntag has over 17,500 employees who provide tailor-made application, marketing and supply chain solutions. Technical and formulation support, market, industry and regulatory expertise as well as advanced digital tools are just some examples of the services that are aiming to create an excellent customer experience. Headquartered in Essen (Germany) and with regional headquarters in Philadelphia, Houston and Singapore, Brenntag operates a unique global network with more than 640 locations in 77 countries. The company generated sales of EUR 12.8 billion (USD 14.4 billion) in 2019. Brenntag shares are traded at the Frankfurt Stock Exchange (BNR).



Brenntag Food & Nutrition

Much of the food you eat on a regular basis contain ingredients that were distributed by Brenntag. Every day more than 900 experts help to deliver the best ingredients in terms of taste, texture, nutritional composition, and shelf-life (Brenntag 2019 Annual Report). Although many consider Brenntag as a logistics company, getting product from point A to point B, there is much more to their story.

The Brenntag Food & Nutrition business unit acts as a sales and marketing arm for many of the largest global ingredient manufactures. They also have a staff of engineers, culinary experts, and food scientists that work in Application Development Centers to provide their customers (and ultimately the consumer) with innovative foods and nutraceutical supplements. Many of these projects are developed to address consumer trends such as low sugar, KETO diets, Whole 30 compliance, functional foods, or a delicious cupcake with extended shelf-life!

The Food & Nutrition team at Brenntag supplies commodity and specialty ingredients and has expertise in the following areas (see <https://food-nutrition.brenntag.com/global/en/> for expanded definitions of each area):



› Bakery & Bread



› Beverages



› Chocolate & Confectionery



› Convenience Food, Ready Meals, Soups & Sauces



› Dairy & Ice Cream



› Fruit & Vegetable Processing



› Functional Foods, Food Supplements, Dietetic Foods



› Meat, Poultry and Fish



› Pet Food

Case Focus and Opportunity

Brenntag Food & Nutrition has been selected as the exclusive distributor to sell an innovative line of natural sweeteners for XYZ company into the US & Canadian market. This agreement is exciting for the business team and can potentially bring in millions in revenues to both organizations! However, the typical face-to-face sales model will not work. Many customer research and development (R&D) and purchasing departments are working remotely or not accepting supplier visits. Industry Tradeshows have been canceled and many of the traditional marketing modes are getting lost in the mail or cyber space.

The Brenntag business team needs to find creative solutions to get this new product out to market and quickly generate sales! This product line needs to be positioned to R&D and Marketing Departments as it is a newly developed technology.

Assignment / Deliverables

Assignment: Create a strategic business plan that incorporates sales and marketing communications to quickly drive new product development and potential sales for this product. This new product line is important to the CEO and he has allocated the Business team \$100,000 USD to their marketing budget. Teams should provide justification for proposed expenditures based on the objectives/recommendations developed by the team.

Approach this as if your team is a part of a consulting company.

Deliverables are 1. an expanded executive summary and 2. recorded presentation with an emphasis on business development and providing recommendations to Brenntag Food & Nutrition. Ideas presented should be actionable. This means that the Brenntag team can implement the idea in a short period of time and that the idea deserves time, money, and energy to expand the idea. On October 29, teams will meet with the judges for a 10-minute question and answer session. The winners will be announced on that day. A schedule will go out a week before the event.

Useful Sites

How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>

How to Write Executive Summaries:
<https://www.uakron.edu/cba/docs/communications/WritingExecutiveSummaries.pdf>

RULES/PROCEDURES

1. Each college or university is allowed two (2) teams in the competition. If the institution has multiple campuses (i.e. Penn State, State System), each campus will be counted as a separate college and can send up to two teams. Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present in the video. If a team of four, at least three of the four team members must also present in the video. The same ratio holds for being present to answer the judge's questions at the October 29 online event. The team may be part of a club, class, or other interested group. There **MUST** be faculty advisor to the team.
2. Each school entering the Brenntag Challenge must submit their intent to participate form by October 2, 2020 on the Council for Retail and Sales website at https://thecrs.org/?page_id=760
3. Students working on the project must be undergraduates from a 4-year college/university, with a graduation date of 2020 or later.
4. Submission consists of a 4 - 8 page (max) executive summary and a video (5 - 10 minutes). The video will focus on recommendations for Brenntag based on the case information. The videos will be available for public viewing. By participating, individuals on your team are agreeing to the public viewing of the team video.
5. Due Date: The finished written project and video must be received by Thurs, Oct 22, 2020 by 5:00 p.m. Projects should be sent via email to the Elaine Thode: councilforretailandsales@gmail.com. Submissions with a timestamp after 5:00 will not be accepted.
6. Contacting Brenntag: Each team advisor should collect questions that students may have regarding the competition as the semester(s) progresses. These questions will then be submitted to the company representative at the end of each week (assuming there are questions). The company representative will assemble the questions and provide general answers to the requesting advisor.
7. When entering the challenge all students and faculty advisors agree that all of the ideas from the competition become the property of Brenntag. They further agree that all of the ideas for the paper, and the representative information provided within the paper are the work of the students. All competitors agree that they will receive no compensation for their work.

The Written Portion – Expanded Executive Summary

1. This challenge requires the development of a 4 – 8 page expanded executive summary. The expanded executive summary may NOT exceed the page limit. All pages, except the cover page, should be numbered. **All pages, including the cover page count in the page limit.**
2. The name of the competing college or university should appear on the cover page along with the Brenntag Food & Nutrition logo (which must conform to Brenntag Communication Standards), the team's name, the students' names, and the name and contact information for the faculty advisor. Other information, graphics, etc. are acceptable.
3. Each team should generate secondary data to substantiate all material found within their executive summary. APA (American Psychological Association) style should be used for referencing purposes within the expanded executive summary. Primary research, while not required, is accepted.

Suggested Expanded Executive Summary Contents

Team members may decide on the contents. Shown below are suggested areas to include.

Introduction

Situation/SWOT

1. Current situation (research that describes current situation with regards to case)
2. SWOT analysis of the current situation

Objectives – use SMART objectives – Describe what your team wants to achieve as it relates to the case

Strategy – Describe how your team will achieve the objectives

Recommendations – Provide recommendations and how to implement and budget

Evaluation– Provides ideas on how the recommendations will be evaluated

Conclusion

Works Cited – Include the research used in development of the expanded executive summary in APA (American Psychological Association) style.

The Presentation

1. Timing: Each team will be required to make a 5 – 10 minute (limit) recorded presentation which will be submitted with the executive summary.
2. On Oct 29, there will be a 10-minute (limit), online, live, question and answer (Q&A) session with the judges. The person timing will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking or answering the questions. The faculty advisor may attend the Q&A session but may not participate. **These judging Q&A sessions will be accomplished through an online breakout room.** The Q&A session is not open to public viewing.

AWARDS

Awards are determined by the combined score of the expanded executive summary and presentation.

| Award | Description |
|-----------------------------|--|
| Grand Prize | The grand prize –The team will receive a ‘traveling’ trophy that will be housed at the winner’s school, award certificate, individual team medals, plus the following: \$1,500 total to be divided equally among team members |
| 2nd Place | The team members will receive award certificate and \$500 total to be divided equally among team members |
| Other awards | There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards MAY be given for “Best Presenter,” or for other achievements that exceed the minimum expectations. |

SCORING

1. Scoring sheets for both the expanded executive summary and presentation will be used to choose winners. **These score sheets should help the teams develop their expanded executive summary and presentation content.**
2. Judges’ decisions are final.
3. The penalty for all violations is disqualification. Whether or not a disqualification is warranted is up to the Brenntag representatives.

Judges - There will be 3 - 5 judges from the sponsoring company (Brenntag) and if needed, faculty and/or practitioners.

Tentative Score Sheets

CRS Collegiate Challenge - Expanded Executive Summary

| | Must Improve | Should Improve | Satisfactory | Very Good | Excellent | Score |
|---------------------------|--------------|----------------|--------------|-----------|-----------|-------|
| Situation/Strategy | | | | | | |
| Current Situation | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| SWOT | 0-8 | 9-10 | 11 | 12-13 | 14-15 | |
| Objectives and Strategy | 0-8 | 9-10 | 11 | 12-13 | 14-15 | |
| Ideas | | | | | | |
| Recommendations | 0-23 | 24-27 | 28-31 | 32-35 | 36-40 | |
| Evaluation and Control | 0-1 | 2 | 3 | 4 | 5 | |
| Other | | | | | | |
| Introduction | 0-1 | 2 | 3 | 4 | 5 | |
| Conclusion | 0-1 | 2 | 3 | 4 | 5 | |
| Documentation of sources | 0-1 | 2 | 3 | 4 | 5 | |
| | TOTAL | | | | | |

CRS Collegiate Challenge – Presentation

| | Must Improve | Should Improve | Satisfactory | Very Good | Excellent | SCORE |
|---|--------------|----------------|--------------|-----------|-----------|-------|
| Opening – Attention getting, led into topic | 0-1 | 2 | 3 | 4 | 5 | |
| Current Situation Analysis/SWOT | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Objectives/Strategy | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Recommendations | 0-17 | 18-20 | 21-23 | 24-26 | 27-30 | |
| Conclusion – Effective | 0-1 | 2 | 3 | 4 | 5 | |
| Overall Delivery, gestures, energy level, voice | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Visual Aids | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Judges Session Q&A | 0-11 | 12-13 | 14-15 | 16-17 | 18-20 | |

Contact Information

Questions or concerns should be directed to:

Elaine Thode, CRS Program Director, councilforretailsales@gmail.com

Note: Any contact must be initiated by the faculty advisor.

About the Council for Retail and Sales

The Council for Retail and Sales (CRS) is a leading authority on issues and solutions that face the retailing and sales industries. We develop relationships, strategic alliances, and partnerships with stakeholders in these industries. The CRS also focuses on connecting students to industry professionals.

Originally started at Kutztown University as the Center for Retailing Solutions, in 2009, the CRS has been associated with several community partners including Penn State. The CRS is currently housed at the Business Division of DeSales University, Center Valley, PA.

