

American-Italian Family-Owned Business

The goal of this assignment is to conduct a comparative analysis of family owned businesses within American and Italian cultures. This should include analysis of family involvement, location, product merchandising and customer service. This must include interviews with business owners in two of the following categories: fashion, specialty shop, roadside stand, flea market).

Specifically, you are being asked to address questions such as:

- (1) How are family-owned businesses organized?
- (2) How are family-owned businesses different from or similar to non-family-owned businesses?
- (3) What are some of the major issues that family-owned businesses face?
- (4) How do family members interact with shoppers and provide customer service?
- (5) How do family members interact with one another in family-owned businesses?
- (6) How are products merchandised and advertised by family-owned businesses?
- (7) How is family culture and business culture related?
- (8) What is the significance of the family-owned business in American and Italian business culture?

1. Using the attached literature and other articles that you find, your group will write a **Review of the Literature** (approximately 3-5 pages) on how family-owned businesses are organized and managed. Discuss characteristics that make family-owned businesses unique and key issues and concerns they face. Also provide demographic information for both countries studied. For this project, you will focus on Italian families; however, it is appropriate to draw comparisons with American families.

2. Write a **Methodology** section, approximately 3-5 pages long. Specifically, in this section you should describe only how you are going to go about collecting your data. This section should include the subsections that correspond to the assignments below. This section should NOT include the results of your data collection. That information will go in your Results section.

3. Write a **Results** section (approximately 3-5 pages long), also divided into the same number of sections as the Methodology that describe what you found after you collected your data..

4. Write a **Discussion** section (approximately 3-5 pages long) that shows how your results relate to the literature you have read and the speakers you have heard. Cite relevant literature/speakers. How are your results similar or dissimilar to the

results described in the studies in your literature review? What are the limitations of your study? What other questions would you have liked to ask but didn't? What cultural differences should we take into account when drawing conclusions and comparing cultures?

5. Write an **Integration** section (approximately 3- 5 pages long). Does this project integrate the areas of CAHS, HDFS, and NUFs? If so, how? If not, what could be done to make it a better integrated Human Sciences experience? Use and cite the Human Sciences references provided.

6. Include a **Reference** section. Cite all the references you used in this paper, including lecturers and dates they lectured.

7. Include **sketches, photos, or other images** to enhance and illustrate your main points.

Assignments

Interview Family Business Owner

Each graduate student must interview at least one American business owner and one Italian business owner. Use the literature and the questions above as a guide when formulating questions for business owners.

Investigation of Family-Owned Businesses

As a group choose two types of businesses to focus on for the project (e.g., fashion, specialty shop, roadside stand, flea market). Each student in the group should visit at least one Italian family-owned business that is in keeping with the focus of the project. Each individual should go to a different business, if possible. The interview questions developed by graduate students may be used in your conversation with store owners. Refer to the questions above to guide your observations. Sketch or take photos of the business (after asking permission to do so, of course). Collect printed materials.

Marketing the Family Owned-Business

Collect marketing materials from a variety of family owned-businesses such as fliers, advertisements, business cards, etc. Discuss the methods family-owned businesses use for marketing. Compare the type and quality of marketing materials to those used in America. Discuss whether the materials effectively provide visibility for the business. What would improve visibility?