

The mechanics of buying and selling: An analysis of online marketplaces



Submitted to:
Terrapin Vending Corporation

Submitted by:
Consumer Analysis Corporation

April 1, 2018

Consumer Analysis Corporation



TERRAPIN VENDING CORPORATION

Marketing Department
4362 Blue Street Way
New York City, NY 06390

April 25, 2018

Brittany Jackson
Marketing Specialist
Consumer Analysis Corporation
2309 Toler Lane
New York City, NY 06390

Dear Mrs. Jackson:

Subject: Evaluation of online marketplaces

Twenty-five years ago, Terrapin Vending Corporation set up an online marketplace called Shop N Sell for individuals to buy and sell products. This website thrived when it was first introduced; however, with the creation of competitor websites in the late 1990's, Shop N Sell has needed to compete to be the choice online marketplace. In response, Terrapin Vending Corporation wants to update the look of the website to ensure that Shop N Sell continues to rank number one for consumer's buying and selling needs.

As we discussed on January 5, 2018, we would like to commission your firm to evaluate the three best vending websites available on the Internet based upon evaluation criteria of your choosing to make our website clear, user friendly, and visually appealing. The changes you recommend will be utilized in the new version of our website, which will be made public in 2019.

We would like to have your suggested input for our new website by August 1, 2018.

We look forward to receiving your report. If you require further information, please feel free to contact Jamie Harris at 917-335-2894.

Yours sincerely,



Michael Randolph
Chief Executive Officer

Consumer Analysis Corporation

2309 Toler Lane
New York City, NY 06390

April 25, 2018

Michael Randolph
Terrapin Vending Corporation
Marketing Department
4362 Blue Street Way
New York City, NY 06390

Dear Mr. Randolph:

Subject: Evaluation of online marketplaces completed

Here is the report evaluating the online selling marketplace websites that you requested in your letter on January 5, 2018.

We have recommended three websites that each provide key features to a successful online marketplace.

- **eBay**, an online selling marketplace that also provides job posting and services along with products;
- **Craigslist**, popular for its product that are being sold at low prices; and
- **Facebook Marketplace**, welcome for all to sell and buy easily through social media.

We are confident that these three websites represent successful, quality online marketplaces that will provide a guide for Terrapin Vending Corporation when relaunching their website.

We thank you for the opportunity to work on this report. We would also like to thank David Jones for assisting us in developing the criteria needed to critique the websites in accordance with the needs of online shoppers. If you have any questions about the report, we will be happy to meet with you. I can be reached at any time by phone at 917-438-2940.

Yours Sincerely,



Brittany Jackson
Marketing Specialist

BJ/ag

Enclosure: Report on marketplace website

Table of Contents

- Letter of Authorization..... ii
- Letter of Transmittal..... iii
- List of Figures..... v
- List of Tables..... v
- Executive Summary..... vi
- Introduction..... 1
- Analysis of “eBay” 2
 - Visual Appeal 2
 - Content..... 2
 - User-Friendliness..... 3
- Analysis of “Craigslist” 4
 - Visual Appeal..... 4
 - Content..... 4
 - User-Friendliness..... 5
- Analysis of “Facebook Marketplace”..... 6
 - Visual Appeal..... 6
 - Content..... 6
 - User-Friendliness..... 7
- Conclusions..... 8
- Recommendations..... 9
- Appendix A: Analysis of Websites Survey..... 10
- Appendix B: Analysis of Websites Survey Results..... 11
- Appendix C: Meeting Minutes
 - April 4, 2018
 - April 9, 2018
 - April 15, 2018
 - April 16, 2018
 - April 19, 2018
 - April 23, 2018

List of Figures

Figure 1: Increase in online marketplaces.....	1
Figure 2: Terrapin Vending Corporation.....	1
Figure 3: College students raking of marketplaces based on visual appeal.....	2
Figure 4: Screenshot of feedback rating criteria.....	2
Figure 5: Screenshot of subcategories.....	3
Figure 6: Screenshot of categories and search engine.....	3
Figure 7: Screenshot of categories and subcategories on Craigslist.....	4
Figure 8: College students raking of marketplaces based on variety of content.....	4
Figure 9: Screenshot of search bar and drop-down bar.....	5
Figure 10: Screenshot of search bar and presentation of categories on website.....	6
Figure 11: Screenshot of search bar and presentation of website.....	6
Figure 12: Screenshot of example of item and description.....	7

List of Tables

Table 1: Visual appeal survey results.....	10
Table 1: User-friendliness survey results.....	10
Table 1: Content survey results.....	10

Executive Summary

An increase in the number of online marketplaces over the years has increased the competitiveness of these websites by causing them to have to win over buyers and sellers. Past research has shown that the decision regarding which online marketplace buyers and sellers will use is largely based upon its website, specifically the structure and content.

The internet offers a multitude of online marketplaces, which can make it difficult to sift through the websites to see which aspects of them is drawing in buyers and sellers. For this reason, Terrapin Vending Corporation asked The Consumer Analysis Corporation to recommend three websites with successful online marketplaces that have aspects of being clear, user-friendly, and visually appealing. These findings will be taken into account when Terrapin Vending Corporation relaunches its online marketplace in 2019.

The Consumer Analysis Corporation's task was to find websites with online marketplaces that are successful in drawing in buys and sellers. This organization chose three websites with popular online marketplaces and analyzed them based on visual appeal, content, and user-friendliness.

Each website was analyzed and rated using the following criteria:

- **Visual appeal:** useful images, color, format, absence of distractions;
- **Content:** diversity of products, easy access to contact information; and
- **User-friendliness:** ease of navigation, excellent search engine, reliable links

The results of our analysis, which were supported by a public survey, led us to recommend the following three websites for Terrapin Vending Corporation's updated website:

- eBay,
- Craigslist,
- Facebook Marketplace

The goal of this report is to provide Terrapin Vending Corporation with specific recommendations on how they should update their website to continue being the top online marketplace for buyers and sellers. We are confident that our analysis and recommendations will support the needs of this organization when revamping their website.

Introduction

Since the launch of the worldwide web in the 1990s, many entrepreneurs have seen the online world as a great place to establish virtual marketplaces. This has caused many websites with online marketplaces to come about over the years creating competition amongst them. While this ability to purchase and sell online has been beneficial to the public, individual marketplaces have needed to compete to be buyers and seller's marketplace of choice. Terrapin Vending Corporation (TVC) was one of the first to establish an online marketplace called Shop N Sell and has struggled to keep up with their competition.

Terrapin Vending Corporation has emphasized that with the growing number of online marketplaces, they are ready to update their website by looking at other online marketplaces to see what is working for them and then using this knowledge to recreate their own website. The TVC hopes to acquire this knowledge by August 1, 2018 and launch their new website in 2019.

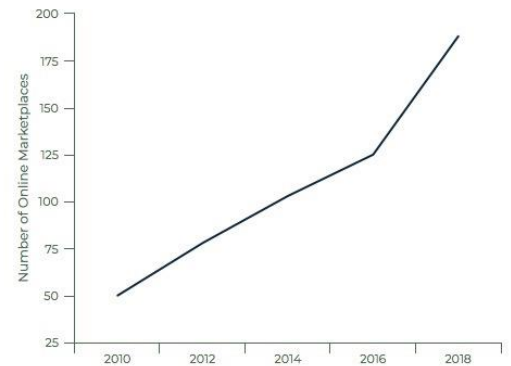


Figure 1- Increase in online marketplaces (2010-2018)



Figure 2- Terrapin Vending Corporation

The Consumer Analysis Corporation was asked to analyze and recommend three websites with successful online marketplaces to the Terrapin Vending Corporation. The TVC will then take these recommendations and incorporate them into the updated version of their website to improve their online marketplace, Shop N Sell.

The Consumer Analysis Corporation is a twenty-year-old business that is based in New York City, New York and is deemed the top analysis corporation on the east coast.

As we focus on our analysis, we chose to examine the online marketplaces created by eBay, Craigslist, and Facebook Marketplace.

- **Visual appeal:** useful images, color, format, absence of distractions;
- **Content:** diversity of products, easy access to contact information; and
- **User-friendliness:** ease of navigation, excellent search engine, reliable links

In addition, a survey asking specific questions regarding these online marketplaces was sent to residents of the Farmville area, including college students, to get feedback. The answers to these surveys confirmed our results.

Analysis of eBay's Online Marketplace

eBay Inc. is an electronic commerce corporation that is based in San Jose, California. The corporation offers services for buying and selling products and is supported and used in several countries, making it one of the world's biggest online marketplaces.

Visual Appeal

eBay's website has an organized marketplace. Items are placed into categories, such as motors, fashion, and electronics, which helps to not overwhelm the eyes and to give the website a more professional look.

The website also utilizes many images, both moving and stationary. These images are lively and have a variety of colors, adding to the attractiveness of the website.

The website's moving images are featured advertisements for products, which are placed at the top of the webpage to draw the customer in to buying additional items. However, these moving images can act as a distraction from looking for the product one initially set out to find.

The website's text is mainly black except for the text inside advertisements and the company's logo, where each letter has its own color. Additionally, headings and subheadings can be easily distinguished on the homepage as they have a larger font size and appear in bold.

Content

eBay's website has an extensive list of categories for its wide variety of products. This comprehensive list includes 34 categories for customers to choose from.

eBay is a company that operates in several countries, meaning the customers using the website for buying and seeing are not limited to exchanges with buyers and sellers in the US, which allows for a more complete list of products.

However, some view the amount of products sold by eBay as overloading the website and consider it a "flooded marketplace".

eBay makes it easy to locate information about the sellers of its products. When viewing an item, the user can immediately see who the seller is, their contact information, and their overall feedback rating, which is based on other buyer's prior experiences with the seller in relation to if the item was sold as described, the communication of the seller, the shipping time, and shipping charges.



Figure 3- College students ranking of marketplaces based on visual appeal

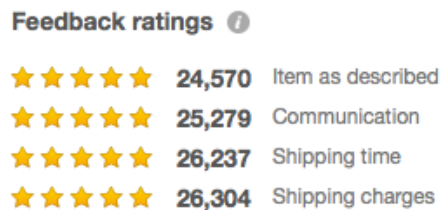


Figure 4- Screenshot of feedback rating criteria

eBay also displays information about the shipping, delivery, payment, return policy, and money back guarantees immediately on the product’s page. This information can be overwhelming all at once; however, this information being available up front will help the user to make their final decision on whether they will purchase the product.

User-Friendliness

As mentioned earlier, eBay’s website places its items into categories and then lists these categories in a horizontal bar at the top of the homepage, making it easy for users to navigate.

Users can also hover over a category with their mouse to find a list of subcategories, which can help the user to make a more specified initial search.

The list of categories in the horizontal bar includes a “saved” option, which can allow users to return to previous searches without having to navigate through the categories and pages of products. However, one must make an eBay account to utilize this feature.

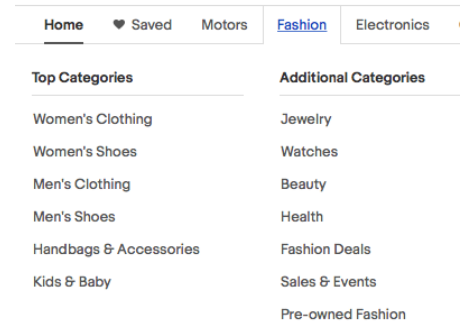


Figure 5- Screenshot of subcategories

An easy-to-use search bar located right above the categories at the top of the page can be used when one is unsure of which category to choose.

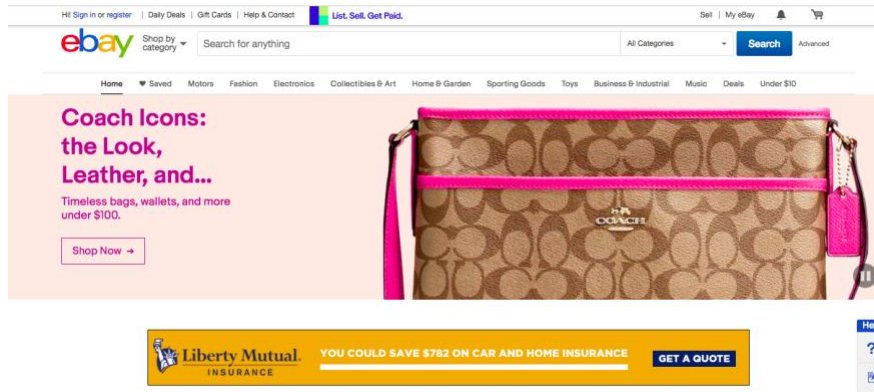


Figure 6- Screenshot of categories and search engine

Once someone has selected a category, they can then narrow down their search further by choosing filters on the left side of the page, such as sales, brands, and featured stores, making for a faster search.

Analysis of Craigslist's Online Marketplace

Craigslist Inc. is an advertising company that was created in 1995 and is currently headquartered in San Francisco, California. Craigslist is used in every state in the United States and seven other countries.

Visual Appeal

Craigslist is formatted in the same way for all the different categories, with any location one would want on the right side of the page for convenience. Unfortunately, Craigslist lacks visual appeal in many ways. The website only utilizes only one major color on the page, the font is small, and words on the site seem crowded together because of how many words are on it.

community		housing	jobs
activities	lost+found	apts / housing	accounting+finance
artists	missed	housing swap	admin / office
childcare	connections	housing wanted	arch / engineering
classes	musicians	office / commercial	art / media / design
events	pets	parking / storage	biotech / science
general	politics	real estate for sale	business / mgmt
groups	rants &	rooms / shared	customer service
local news	raves	rooms wanted	education
	rideshare	sublets / temporary	food / bev / hosp
	volunteers	vacation rentals	general labor

Figure 7- Screenshot of categories and subcategories on Craigslist

The website uses such a drastic amount of white space and abundant amount of blue text it is very overwhelming. Even the logo “Craigslist” blends in with the rest of the text because that is blue as well. The only text that is not blue is part of the calendar, location, and the “post to classified” phrase.

Furthermore, the website has hardly any pictures at all. Once a user clicks the subgroup, they then click the desired item or service, and clicking your desired item or service that may or may not provide a picture. If there is a picture it is of the item, seller, or a map of the location.

With the amount of white space, lack of pictures, and crowded web design some could infer that the website is outdated. Most current online selling marketplaces have multiple pictures, multiple colors, and even rotating pictures to pull in shoppers.

Content

Craigslist has such a wide-spread number of subcategories with nine total broad categories. Not only does Craigslist sell items, it provides services, advice, job postings, and so much more. This is a unique feature for an online selling market. Typically, an online marketplace does items or services only.

Craigslist has jobs postings from accounting and finance to transportation. Directly under the job postings there are resumes that people post in hopes to get a job.

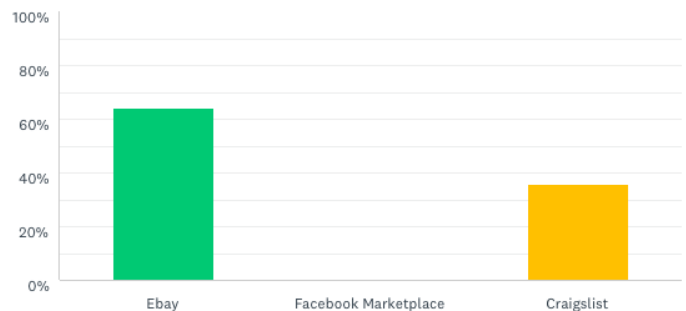


Figure 8- College students' ranking of marketplaces based on variety of content

In a survey recently conducted 35.71% of survey participants said that Craigslist has a large amount of content for the website.

However, some participants in the survey said that with the large amount of content that it is sometimes challenging to know if everything is trustworthy to purchase.

Depending on from where the users are from or where they choose to look, there is a community category where advertisers post lost and found, local events, and even ride sharing posts.

User-Friendliness

Craigslist's design due to lack of pictures and the number of categories with subcategories the website is very user-friendly.

This website lays out everything simplistically and easily. A user can go on Craigslist having their desired purchase in mind, find the category then subcategory, and browse until they find what they were looking for.

With everything being presented immediately as you get on the website, all age ranges can easily navigate.

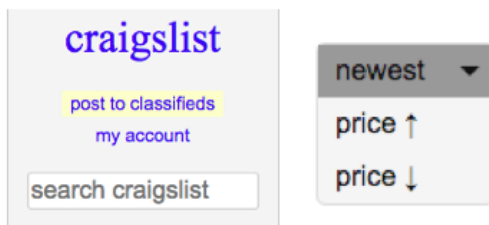


Figure 9 - Screenshot of search bar and drop-down bar

The website utilizes a convenient drop-down bar that can arrange the list of contents by newest, highest price, or lowest price.

An easy-to-use search bar located right above the Craigslist logo at the top left-hand side of the page can be used when a user knows exactly what they want.

However, if you post your own advertisement to sell something, Craigslist will delete the advertisement automatically after a certain number of days, making you repost a new one.

Furthermore, when posting an advertisement, a user can put two different prices up. In the original post sellers can say what they are posting in any price range or even write "free". However, once the advertisement is opened the description can put any price or description as well.

Different prices for one advertisement happens more than people would expect. This is a major flaw that can easily confuse shoppers and users.

Analysis of Facebook Marketplace's Online Marketplace

Facebook Marketplace is an electronic commerce platform that is based in Menlo Park, Cal., supported and used in several countries; having a large online presence provides Facebook members the opportunity to buy, sell, and trade their items to other members.

Visual Appeal

Facebook Marketplace is very organized and straightforward for the user. Categories are used to sort the items, and this helps the ease of organization for the consumer.

When focusing on the images on the website, they are uploaded by the potential seller. These images are very straightforward and realistic. Some sellers will use screenshots of the product on a professional website to show the product in a better light. These pictures are often taken at a variety of angles and distances to properly show the use of the product and the condition.

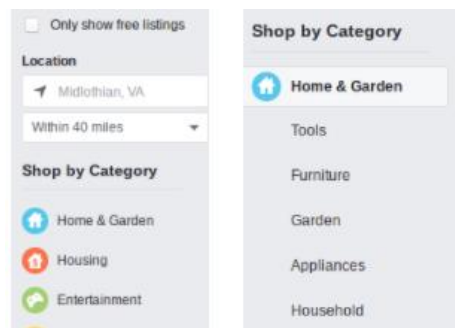


Figure 10- Screenshot of search bar and presentation of categories on website

The far-left hand column is available to explore the different categories. Each category is denoted by a small, simple, solid color graphic to organize the material. Text is present to be in black font, while the traditional Facebook header is dark blue. Each colored graphic represents a single category at once.

Content

Facebook Marketplace has many categories to direct their consumers for ease of access. Nine broad categories provide easy access to understand where the product should be found. Once a broader category is chosen, there is number of subcategories that can be used to further direct the consumer to find products easier.

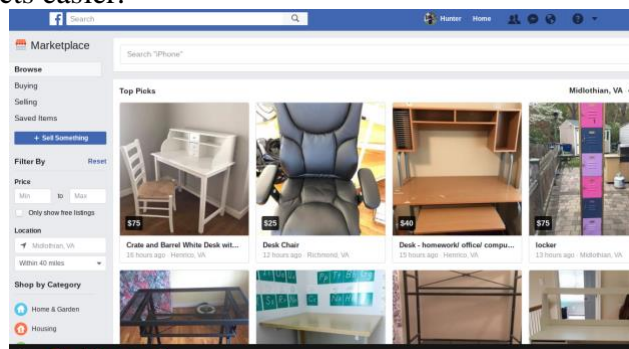


Figure 11 - Screenshot of search bar and presentation of website

Facebook Marketplace also provides several organization tactics, such as a search bar, price limitations, and more to help the user navigate the website. Limiting prices and distance is helpful regarding seeing what is close and within a budget. Facebook Marketplace creates a great venue for local selling and trading.

Pictures of the products make it easier for buyers to understand the condition and look of the products available for purchase. Some sellers handmade items and sell them on Facebook Marketplace to increase business and jumpstart their business opportunity. Some sellers also sell their services on the Facebook Marketplace, which helps with advertising and provides a way to link businesses to direct conversations or postings.

User-Friendliness

Being available in many countries gives Facebook the opportunity to be global. But the marketplace is not centered on using the US postal service. This limits some of the products' availability to all consumers unless the seller is willing to ship the item.



Figure 12 - Screenshot of example of item and description

When looking for an item, a faster search for an item is available using filters and search words. Consumers find it easy to navigate and are pleased with the use of access for limiting their services to exactly what they need.

Buyers can comment and begin the bridge of communication between buyers and sellers. Consumers can use the messaging services of Facebook to have a line of communication. Messaging can help consumers get their questions answered or to bargain for a different price.

Conclusions

Terrapin Vending Corporation developed an online marketplace called Shop N Sell for individuals to participate in the buying and selling of products. Despite its initial success, competitor websites forced Terrapin Vending Corporation to hire Consumer Analysis Corporation to review competing websites and analyze the factors towards their success.

The three competing websites, eBay, Craigslist, and Facebook Marketplace, have been analyzed in different aspects to see consumer satisfaction and usage. Visual appeal, content, and user-friendliness are the three different factors Consumer Analysis Corporation used for evaluations.

Consumer surveys and public opinion collections have aided Consumer Analysis Corporation in completing this report. In regard to user-friendliness, eBay served as an excellent model. Creating an account that allows the consumer to save various products and having an organized system of categories for easy searches helps the consumers to enjoy their shopping experiences. Facebook Marketplace demonstrates a successful online marketplace's need for easy, simple visual design with colorful organizational techniques to aid in a consumer shopping service. Craigslist and eBay both had positive consumer responses to the variety of products, postings, and offerings on the websites.

Recommendations

Recommendations on behalf of Consumer Analysis Corporation include to improve the website by using models of successful competitor websites. eBay was a popular choice for being a marketplace that offers job postings and services, along with products. Facebook Marketplace, was well-liked for its easy access linked to social media and the ability for all to participate. Facebook Marketplace also had highest rated visual appeal. Therefore, this website should base their content based on eBay and their visual appeal and easy navigation based on Facebook Marketplace. Consumer Analysis Corporation makes these recommendations with confidence that the new design of the website will support the needs of the consumers and increase popularity and satisfaction.

Appendix A: Online Selling Marketplaces

This survey has been authorized by the Terrapin Vending Corporation Human Resource Department to determine the helpfulness of websites with information about online selling marketplaces. Please look at the three websites we have provided and circle the answer that most clearly reflects your opinion of the website. We value your opinions and input.

Visual Appeal:

1. Which website was most visually attractive to you?
 - a. eBay
 - b. Craigslist
 - c. Facebook Marketplace

User-friendliness:

2. Which website was easiest to navigate through?
 - a. eBay
 - b. Craigslist
 - c. Facebook Marketplace

Content:

3. Which website has the most variety to meet consumer's needs?
 - a. eBay
 - b. Craigslist
 - c. Facebook Marketplace

Thank you for completing this survey concerning the helpfulness of websites with information about online selling marketplaces. If you have any comments, questions, or concerns on this subject please call Abby Gargiulo (999) 999-5555 or Fax: (999) 999-5556.

Please mail the completed survey in the provided pre-paid envelope before April 30, 2018 to the following address:

Terrapin Vending Corporation
Human Resources Department
4362 Blue Street Way
New York City, NY 06390

Appendix B: Online Selling Marketplaces Survey Results

Of the 20 surveys sent out, 14 were returned. The following tables show the results as a percentage out of 100.

Table 1: Visual appeal survey results

	eBay	Craigslist	Facebook Marketplace
Percentage	42.86%	0.00%	57.14%

Table 2: User-friendliness survey results

	eBay	Craigslist	Facebook Marketplace
Percentage	57.14%	35.71%	7.14%

Table 3: Content survey results

	eBay	Craigslist	Facebook Marketplace
Percentage	64.29%	35.71%	0.00%

Appendix C: Meeting Minutes

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 14, 2018, 5:30 PM

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 4, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 4, 2018, 5:30 PM

AGENDA

- I. Call to order: 5:30 pm
 - a. **Present:** Abby (Chair) and Brittany (Recording Secretary)
 - b. **Absent:** Hunter (Treasurer)
 - c. **Recording Secretary:** Brittany Jackson
 - d. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Abby moved, seconded by Brittany. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Abby reported for Hunter that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that we will be creating the logo and planning the dynamics of our report today
 - b. Discussions about what the format of the report is, is proceeding smoothly and well. Seconded by Brittany. Brittany said the report will be formatted formally. Passed.
- V. New Business
 - a. There was no new business
- VI. Adjournment
 - a. Brittany moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 23, 2018, 4:00 PM

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 9, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 9, 2018, 4:00 PM

AGENDA

- I. Call to order: 5:30 pm
 - a. **Present:** Abby (Chair) and Brittany (Recording Secretary)
 - b. **Absent:** Hunter (Treasurer)
 - c. **Recording Secretary:** Brittany Jackson
 - d. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Brittany moved, seconded by Abby. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Abby reported for Hunter that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that we will be beginning the Letter of Transmittal and the Letter of Authorization today.
 - b. Discussions about formatting, address format, and contact information for the letters were brought up.
- V. New Business
 - a. There was no new business.
- VI. Adjournment
 - a. Abby moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 25, 2018, 4:00 PM

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 15, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 15, 2018, 4:00 PM

AGENDA

- I. Call to order: 5:30 pm
 - a. **Present:** Abby (Chair) and Brittany (Recording Secretary)
 - b. **Absent:** Hunter (Treasurer)
 - c. **Recording Secretary:** Brittany Jackson
 - d. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Brittany moved, seconded by Abby. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Abby reported for Hunter that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that we will finish the table of contents, list of figures, and list of tables today.
 - b. Discussions about who is analyzing each online selling marketplace and writing them in the report was brought up.
- V. New Business
 - a. There was no new business.
- VI. Adjournment
 - a. Abby moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, May 1, 2018, 4:00 PM

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 16, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 16, 2018, 5:30 PM

AGENDA

- I. Call to order: 5:30 pm
 - a. **Present:** Abby (Chair), Hunter (Treasurer), and Brittany (Recording Secretary)
 - b. **Absent:** -
 - c. **Recording Secretary:** Brittany Jackson
 - d. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Abby moved, seconded by Brittany. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Hunter reported that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that all the members were a part of the roundtable discussions.
 - b. Discussions about what jobs need to be done moving forward, how to do the survey, and where to publish it. Passed.
- V. New Business
 - a. We are excited Hunter is back from vacation safely and ready to work!
- VI. Adjournment
 - a. Brittany moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, May 8, 2018, 5:00 PM

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 19, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 19, 2018, 5:30 PM

AGENDA

- I. Call to order: 5:30 pm
 - b. **Present:** Abby (Chair) and Brittany (Recording Secretary)
 - c. **Absent:** Hunter (Treasurer)
 - d. **Recording Secretary:** Brittany Jackson
 - e. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Abby moved, seconded by Brittany. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Abby reported for Hunter that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that we will be creating the survey and planning the structure of the rest of our report today.
 - b. Discussions about what questions will be for the survey were discussed. Completion of most of the report was completed and ran smoothly. Seconded by Brittany
- V. New Business
 - a. Brittany announced we should be wrapping up the report soon.
- VI. Adjournment
 - a. Abby moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, May 12, 2018, 9:00 M

AGENDA

- I. Call to Order
- II. Approval of Agenda
- III. Minutes
 - a. Approval of Minutes April 23, 2018
 - b. Items Arising from Minutes (if any)
- IV. Treasurer's Report
- V. Director's Report
- VI. Other Items
 - a. Corporate reorganization for expansion
 - b. Date for annual general meeting
 - c. Candidates for finance committee
 - d. Date of next committee meeting
- VII. New Business
- VIII. Adjournment

Consumer Analysis Corporation



FINANCE COMMITTEE MEETING
Grainger Room
Wednesday, April 23, 2018, 5:00 PM

AGENDA

- I. Call to order: 5:30 pm
 - a. **Present:** Abby (Chair), Hunter (Treasurer), and Brittany (Recording Secretary)
 - b. **Absent:** -
 - c. **Recording Secretary:** Brittany Jackson
 - d. Kat Plucinski (Company lawyer, non-voting member)
- II. Approval of Agenda: Abby moved, seconded by Brittany. Passed unanimously
- III. Treasurer's Report: (Hunter)
 - a. Abby reported for Hunter that the financials were in good shape. She distributed copies of the most recent budget.
 - b. Vote to accept treasurer's report: Brittany moved, Abby second. Passed.
- IV. Director's report (Abby)
 - a. Abby reported that for the report only the PowerPoint was needed.
 - b. Discussions about who the final remaining parts will go to in order to complete the report.
- V. New Business
 - a. There was no new business
- VI. Adjournment
 - a. Abby moved that the meeting be adjourned. Passed unanimously.

Meeting ended at 6:00 pm.