

# Introduction to Business

Mid-Term Exam 2011

<b>Skyline Chili</b>	<b>Perfetti VanMelle</b>	<b>Staffmark</b>
<b>Macy's</b>	<b>KFC</b>	<b>Graeter's</b>
<b>SunnyD</b>	<b>Remke</b>	<b>Joseph-Beth</b>
<b>Frisch's</b>	<b>UDF</b>	<b>UC</b>
<b>Delta</b>	<b>LaRosa's</b>	<b>Chiquita</b>
<b>GE Aviation</b>	<b>Kroger</b>	<b>Barnes &amp; Dennig</b>



# Skyline Chili

Skyline is a Cincinnati-based company. Its most famous products are 3-ways and cheese coney, smothered in that rich, meaty chili we all love.



In 1912, Nicholas Limbrinades immigrated to Cincinnati from Kastoria, Greece. He worked in a diner for ten years to get the money for his wife to come with him. Afterwards, he worked at the original Empress Chili restaurant and raised five sons with his wife. In 1949, they opened a restaurant on Glenway Avenue on top of Price Hill. He named it Skyline for its view of Cincinnati.



# Company Organization

Skyline is a private company. Skyline is set up as a franchise.

President/CEO - Kevin McDonnell

Executive VP - Terry Donovan

Senior VP of Operations - Debi Chitwood

Senior VP of Franchising - Phil Lewis

Chief Financial Officer - Brett Clark

VP of Grocery - Jim Konves

VP of Grocery Sales - Charlie Harnist

Skyline appeals to pretty much anyone, but its target market is probably young to mid-aged men.



# Skyline Mkt Promotions

- Because of the many different chilies in the area, they rely heavily on **brand loyalty**. Skyline's main marketing techniques are through sponsorships and commercials, which contain their theme song.
- Skyline is very secretive of their financial reports, but it looks like their revenue is about \$30 million and they have a market share around 9%.
- It has held the City Beat Best Chili Award for 15 years
- It owns over 129 companies in Kentucky, Ohio, Indiana, and Florida and is the sponsor of many teams and attractions, such as King's Island, the Cincinnati Reds, and the Crosstown Shootout between Xavier and UC.



[Click here to watch a commercial](#)



# Perfetti vanMelle

Perfetti Van Melle is a privately held Italian global manufacturer of confectionery and gum. It was formed in 2001 with the acquisition of Van Melle of the Netherlands, by the Italian group Perfetti of Italy and having its corporate headquarters in Lainate (Milan), Italy.



It employs 17,000 people via 30 subsidiary companies and distributes its products in over 150 countries.

*“out of control”*



Third largest confectionery manufacturer in the world after Kraft Foods (owners of Cadbury plc) and Mars, Incorporated (owners of Wrigley)

- **1841:** Izaak Van Melle opens a bakery in Breskens, the Netherlands.
- **1882:** Abraham Van Melle takes over the bakery and begins producing candies.
- **1900:** Izaak van Melle, the founder's grandson, takes over the bakery and builds a new factory for large-scale production of candy and confectionery.
- **1972:** Van Melle starts U.S. operations in Erlanger, Kentucky.
- **2001:** Perfetti acquires 100 percent control of Van Melle for EUR 966 million. Privately held

- Van Melle's new Mentos UP2U gum has a Facebook fan page, and has more than 95,900 people have indicated they "like." The first 1,000 visitors who clicked on the "like" button got free gum in the promotion
- Van Melle Perfetti locally provides lots for the community including support for charity events and fundraisers by supplying free products.
- Another good impact that Perfetti van Melle has had on communities presented a check for \$5,100 to The Smile Train children's charity.



- **A leading, national provider of contingent workforce solutions that serves the temporary staffing needs of employers throughout the United States.**
- **Providing a full spectrum of staffing solutions.**
  - distribution + light manufacturing (74% of revenue)
  - administrative+ contact center+ healthcare office support services.(18% of revenue)
  - higher-skilled professionals in the engineering, information technology, finance, accounting (4% of revenues)
  - Direct hire (4% of revenues)



# History

35 Elm Street, Suite 300  
Cincinnati, Ohio 45202  
(513) 651-1111  
[www.staffmark.com](http://www.staffmark.com)



Year founded

**1970** - CBS Personnel Services, Cincinnati, OH  
many mergers and takeovers between 1970-2011

Corporate type  
Private

**2011** – Staffmark purchased by Recruit Co. Ltd. out of Tokyo, Japan. Combined 2010 revenue makes Recruit the 5<sup>th</sup> largest staffing company globally.

testimonials

- They place over 40,000 exceptional people each week across the country. They help people find more than just a job, they help find the right fit.
- They have now grown to be one of the top ten commercial staffing companies in the United States.
- They have been in business for over 40 years and operate over 300 offices in 31 states.

Miscellaneous  
info







Macy's got its name from its founder Rowland H. Macy who originally opened a small dry-goods store in Haverhill Mass.

Made \$11.06 on his first day.

- He spent time in the Navy, during which he acquired a tattoo of a red star which would later become the trademark symbol of Macy's.
- The first Macy's Thanksgiving Day parade occurred in 1924.
- Macy's filed for bankruptcy and had to shut several of its stores. Two years later in 1994, R. H. Macy and Co. merged with Federated Department Stores.

**Federated**  
DEPARTMENT STORES, INC.

- Federated Department Stores, Inc. was born in 1929 through the combination of **Abraham & Straus** of Brooklyn, **Filene's** of Boston, **F&R Lazarus & Co.** of Columbus, OH, and **Bloomingdale's** of New York. The companies joined together, linking their financial interests, but still had their own identities.
  - Lazarus acquired **Shillito Dept Store** in Cincinnati in 1928.
  - Federated Dept Store Corporate office moved to Cincinnati in 1945.
  - In June 2007, Federated Department Stores, Inc. was renamed Macy's, Inc.
-

- Simon Lazarus was one of the founding members of Federated Department Store in 1928.
- He developed many shopping firsts
  - such as "one low price" (no bargaining necessary)
  - first department store escalators in the country
  - first air-conditioned store in the country,
  - Fred Lazarus, Jr. successfully lobbied President Franklin Roosevelt to permanently fix Thanksgiving as the fourth Thursday in November, ensuring a stable timetable for the official beginning of the Christmas shopping season.



- Macy's is a publicly traded company in the New York Stock Exchange. There are approximately 24,400 shareholders and 420.8 million shares. The ticker Symbol is – M. Last close price- \$32.42
  - Number of stores- 810
  - Ranks 107 in the Fortune 500 Companies.
  - Ranks 36 among the 250 Largest Retailers in the world.
- 





Sanders' title of 'Colonel' was an honorary one; he was made a member of the Honorable Order of Kentucky Colonels in 1935 by Kentucky Governor Ruby Laffoon.

- Founded by Colonel Harland Sanders in 1952. His first name is really Harland.
- Started small restaurant in the front of a gas station in Corbin, KY
- First name: "Sanders Court & Cafe"



- After a road was built to bypass Corbin, KY, Colonel Sanders went on the road to sell the chicken recipe to restaurants (franchises). His first franchise stipulates a payment of a nickel to Sanders for each chicken sold.
- Now there are over 15,000 franchises.
- Kentucky Fried Chicken changed its name to KFC (to get rid of the word “fried”. The company is based in Louisville, KY.
- After many acquisitions, KFC is owned by the © Yum Brands who also owns A&W® All-American Food® Restaurants, Long John Silvers®, Pizza Hut® and Taco Bell® restaurants.



The chicken was first sold in buckets.

- KFC went public in 1966 and the stock is traded on the NYSE.
- Rank 239# on the fortune 500 List
- Colonel Sanders died in December, 1980 from leukemia.  
Kentucky flags flew at half-staff.



Name:		Symbol:		Stock Market:			Type:	ISIN:	Description:		
Yum! Brands, Inc.		NYSE:YUM		<u>New York Stock Exchange</u>			Equity	US9884981013			
	Change	Change %	Cur	Bid	Ask	High	Low	Open	Volume	Time	A
↑	0.2	0.35	57.7	57.0	58.23	58.15	57.4803	57.98	4360242	20:00:00	



GE Aviation

# “Imagination at work”

- GE Aviation’s products include engines for commercial and military aircraft, turbofans, turbo-shafts, and Industrial aero-derivative and marine propulsion.
- GE Aviation is headquartered in Evendale, Ohio (Cincinnati)
- Target market includes world-wide government agencies and airplane manufacturers.
- GE Aviation employs more than 39,000 employees around the world.



# General Electric

- GE Aviation is part of the General Electric conglomerate, which is one of the world's largest corporations.
- Jeff Immelt is the Chairman of the Board and CEO of GE. He was born in [Cincinnati, Ohio](#), the son of Donna Rosemary, a school teacher, and Joseph Francis Immelt, who managed the General Electric Aircraft Engines Division. He attended [Finneytown High School](#); he played football in college.





## Senior Staff Engineer / Technologist

**GE Aviation** - Cincinnati, OH - [+1 location](#)

**GE Aviation Business Segment Aviation About Us** **GE** is... the headquarters of **GE Aviation** & the largest **GE Aviation** facility. Today over 7,500 **GE** employees

[block](#) - [email](#) - [more...](#)

## Lead Risk Analyst

**GE Aviation** - Cincinnati, OH

**GE Aviation Business Segment Aviation About Us** **GE** is... more than 125 years, **GE** has been respected for its performance and innovative spirit. **GE** people worldwide...

[GE Careers](#) - 17 hours ago - [save job](#) - [block](#) - [email](#) - [more...](#)

## Counsel, Supply Chain and Compliance

**GE Aviation** - Cincinnati, OH

**GE Aviation Business Segment Aviation About Us** **GE** is... more than 125 years, **GE** has been respected for its performance and innovative spirit. **GE** people worldwide...

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## Lead Engineer / Technologist

**GE Aviation** - Olde West Chester, OH - [+1 location](#)

**GE Aviation Business Segment Aviation About Us** **GE**... more than 125 years, **GE** has been respected for its performance and innovative spirit. **GE** people worldwide...

[GE Careers](#) - 11 hours ago - [save job](#) - [block](#) - [email](#) - [more...](#)

## Fan and Compressor Aerodynamics Sub-Section Manager

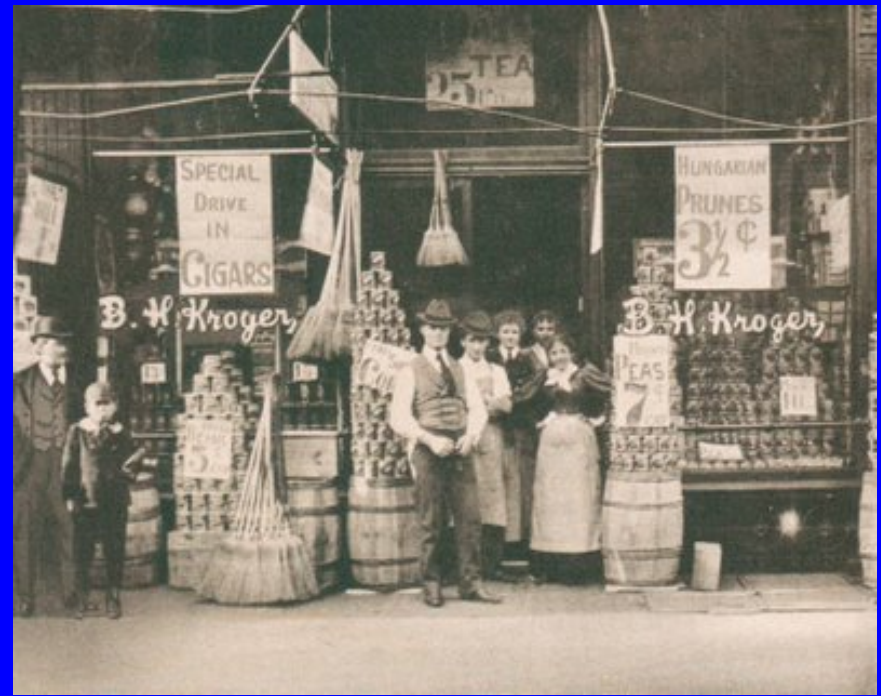
**GE Aviation** - Cincinnati, OH

**GE Aviation Business Segment Aviation About Us** **GE** is... the headquarters of **GE Aviation** & the largest **GE Aviation** facility. Today over 7,500 **GE** employees work in

# Job Opportunities



- The Kroger Co. headquartered in Cincinnati, Ohio, Kroger (NYSE:KR) is one of the nation's largest grocery retailers, with fiscal 2010 sales of \$82.2 billion.
- In 1883 Bernard H. Kroger founded the Great Western Tea Company in Cincinnati Ohio.



# Kroger Owned Companies

- There are now 2,460 stores in USA making up 94% of its revenue
- Owns 784 convenience stores in 17 states
- Kroger owns 361 jewelry stores in 35 states
- Kroger is the 5th largest pharmacy operator in the country



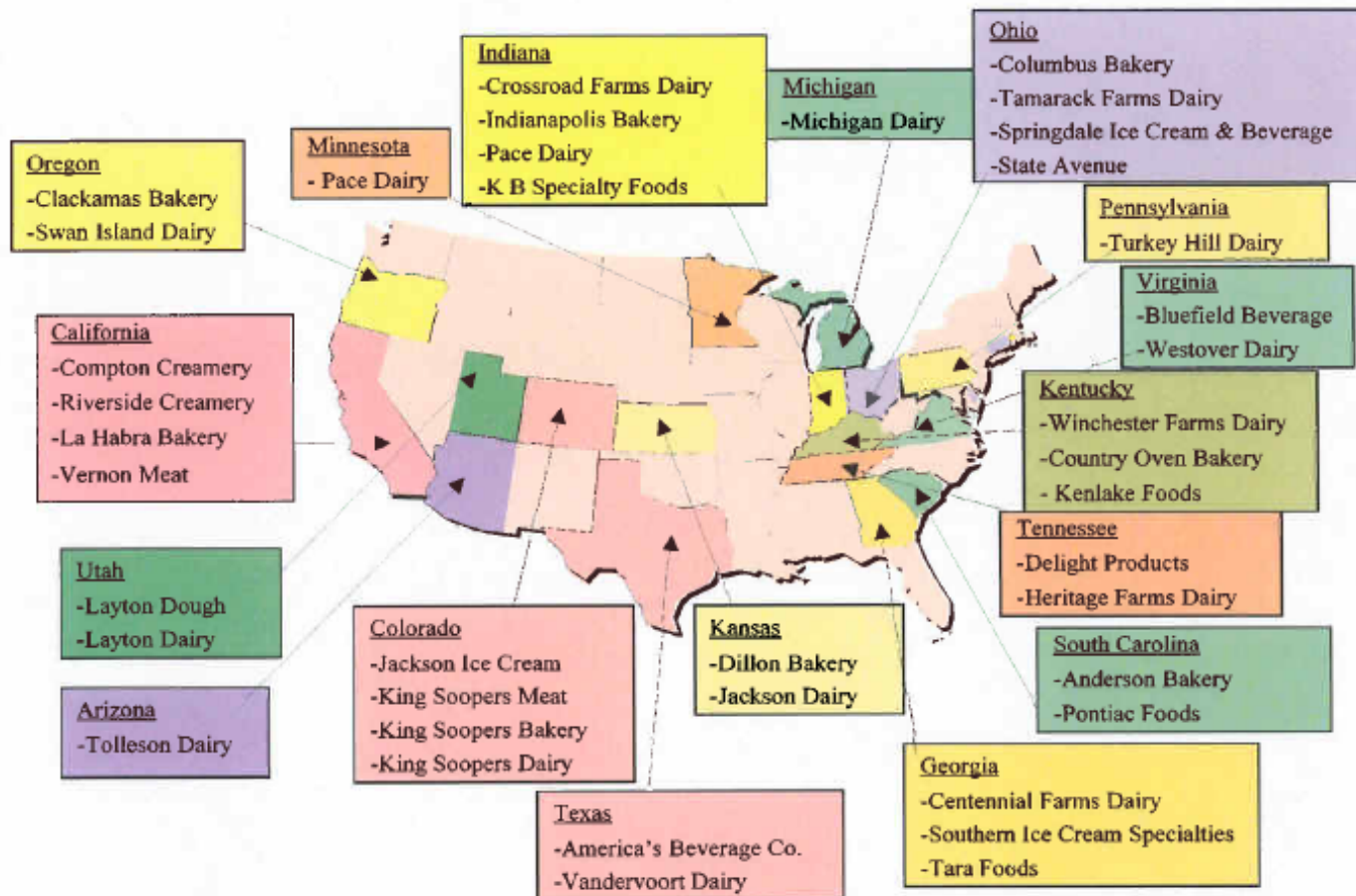
# Corporate Brands

- Kroger manufactures and processes some of the food for sale in its supermarkets. These corporate brands such as **Private Selection** and **Banner Brand** are Kroger's ultimate loyalty program because customers can only buy these brands only at Kroger stores.
- Over 27% of sales are from Kroger corporate brands.



# Kroger manufacturers 40% of their corporate brand products.

## Kroger Manufacturing Plants



Kroger operates over 40 plants.



- Kroger gives about 5 million dollars to non-profit organizations each year.
- Kroger also offers scholarships of 3,000 and 5,000 dollars to people going into college in their community.

Using Kroger Plus cards to track buying habits, a partnership with **dumHumby** allows Kroger to target promotional dollars and pricing investments



Kroger also uses Marty Brennaman to help them advertise.



Kroger Corporate Office  
8<sup>th</sup> Street, Cincinnati



**BARNES DENNIG**

Accounting • Tax • Business Insight

- Full service **CPA firm** located in Cincinnati, OH
  - Audits, reviews and compilations
  - Tax return preparation
  - Business consulting
- Fifth largest CPA firm in the Cincinnati area
  - Based on number of CPAs employed locally
- Employs approximately 100 people

*“Business Insight Beyond The Numbers”*



# BARNES DENNIG LTD.



- Formed in 1965 by Bob Barnes and Al Dennig
- Barnes Dennig is a **Limited Liability Company**
- There are 16 owners called “Directors”
- Barnes Dennig services small to mid-size privately owned companies >\$10M in sales
- There are five client service teams focusing on specific “niche” industries
  - Construction, Real Estate, Not-for-Profit, Manufacturing and Wholesale/Distribution





# BARNES DENNIG LTD.



- Barnes Dennig hosts “niche specific” roundtables and seminars
- Network with other business advisors such as bankers and attorneys
- Many employees hold Board of Director positions non-profit organizations
- Use social media



Office is in the Federal Building downtown along with the Federal Reserve office



# UNITED DAIRY FARMERS

BEGUN IN 1940 BY  
CARL H. LINDNER SR.

A DAIRY STORE IN WHICH  
MILK WOULD BE PURCHASED  
IN STORE INSTEAD OF  
BEING DELIVERED

CINCINNATI'S FIRST  
CASH-AND-CARRY  
RETAIL DAIRY STORE

DUE TO NO DELIVERY COSTS, MILK  
WAS MUCH CHEAPER IN STORE. THE  
FIRST GALLON SOLD FOR 28 CENTS  
(1/2 OF DELIVERY PRICE)

MADE \$8 ON THE FIRST DAY

"YOU CAN DO ANYTHING YOU WANT TO, CHILDREN, THE  
SKY'S THE LIMIT"  
-CARL LINDNER SR.

All of Carl's children played a part in the UDP business

# Carl Lindner Sr

Carl Sr. died in 1952 leaving the children to run the business

## Dorothy

managed the books

- left UDF in 1956 to run American Financial Corporation (AFC)

## Richard

managed facilities

- left UDF in 1965 to take over Thriftway Supermarkets

## Robert

ice cream/milk production

- Stayed with UDF
- Robert's sons take active interest in UDF
- Son, Brad, current UDF President

## Carl, Jr.

directed market expansion

- dropped out of high school
- mid-60s focuses on AFC
- Owns 42% AFC holdings
- Died at 92 in 2011 estimated to be 133th richest person
- Big Cincinnati Philanthropist

## Carl Lindner Jr. and Family Owned:

- Great American Insurance Group
- Cincinnati Reds

- Nearly 200 stores throughout KY, OH, and IN
- Products: Ice cream (UDF and Homemade), Convenience Store Products (food, cleaning products, etc.), Dairy, Coffee (UDF Coffee Co.), and some stores have Mobile gas stations
- **Homemade Brand** Cookies 'N Cream was awarded the most exotic Ice Cream by *People Magazine* 1984
- Size: About 3,000 employees





- A major airline based in the United States and headquartered in Atlanta, Georgia.
- Operates an extensive domestic and international network serving all continents except Antarctica.
- **Ticker Symbol- DAL**
- **Stock Price- \$ 8.50 (12.12.11)**



- Formed as Huff Daland Dusters, Incorporated, an aerial crop dusting operation, on May 30, 1924, in Macon, Georgia.
- **Collett E. Woolman** purchased the company in 1928, and renamed it Delta Air Service, with headquarters in Monroe, Louisiana
- Began carrying passengers in late 1929.
- Delta's approximately 12,400 pilots are represented by the Air Line Pilots Association (ALPA).

**Delta Air Lines** provide service worldwide through 7 domestic hubs and 3 international hubs.

- Amsterdam Airport Schiphol
- **Cincinnati/ NKY International Airport – 103 flights**
- Detroit Metropolitan Wayne County Airport – 424 flights
- Hartsfield-Jackson Atlanta International Airport – 891 flights
- JFK International Airport - 140
- Memphis International Airport 138
- Minneapolis-Saint Paul International Airport – 329 flights
- Narita International Airport
- Paris-Charles de Gaulle Airport
- Salt Lake City International Airport – 234 flights

- 2008, Delta merged with Northwest Airlines and cut flight capacity from the Cincinnati hub by 22 percent with an additional 17 percent reduction in 2009.



- The only intercontinental service is a daily departure Paris.
- Delta closed Concourse A in Terminal 3 May 1, 2010, and consolidated all operations into Concourse B. This resulted in the layoff of more than 800 employees. Delta, however, says that it will maintain the same amount of departures from CVG.
- In June 2011, Delta announced that it would cut another 10% of the CVG hub capacity that summer, offering between 145–165 daily flights. The extensive hub cuts have prompted many worldwide companies headquartered in Cincinnati, such as Chiquita, which left the city in 2011, citing a better airport in Charlotte.



- In 1954, Buddy LaRosa opened a friendly neighborhood pizzeria in Cincinnati's West Side. His father told him he was crazy, "You really gonna sell pizza? These Americans will never buy from you." After all in 1954 Americans have never heard of pizza before but that did not stop Buddy LaRosa from making pizza for Cincinnati.
- With \$400 and his son's help he opened his restaurant.
- Today, there are 250 stores around the greater Cincinnati area, and the company employs more than 1,500 people.
- Buddy targets family market.

***"Luigi LaRosa"***



- LaRosa's privately owned restaurants made a little over 1.5 million last year.
- LaRosa's Pizzeria has recently allowed people to become franchise owners. The highest revenue made by a franchised owned LaRosa's was around \$650,000 in Florence, KY.
- Some recent market promotions are the \$11.11 deal and a buddy cards.
- Gives away the Buddy LaRosa scholarship to intercity school kids who have a high GPA and many extracurricular activities.



# Chiquita Brands



- Chiquita is an American producer and distributor of bananas and other produce. Chiquita Brands began as the United Fruit Company in 1899.
- Their headquarters is in Cincinnati, OH but will be relocating to Charlotte, NC in 2012.
- Chiquita has about 10,000 employees.
- Chiquita is a public company. Their ticker symbol is CQB and their last stock price was at \$8.47.
- Chiquita made \$322 million in 2011. That's a lot of bananas!



# Marketing

- The main advertisement focus of Chiquita Brands is the Chiquita banana with the basket of fruit on her head.
- Another marketing technique they use is a jingle. “I’m Chiquita banana and I’ve come to say...”
- They also use the popular blue sticker on all of their bananas and use the slogan “Quite Possibly, The World’s Perfect Food.”
- An example of one of their promotions is to submit a banana recipe for a chance to win a prize.



- Chiquita is a part of the “Let’s move salad bars to schools” program.
- They donate to fundraisers around the community and support community projects.
- Chiquita has had a few controversies throughout its company. In 1998, The Cincinnati Enquirer criticized their work in Central America. Also, they were fined for being involved with Colombian paramilitary groups in 2007.





**Frisch's Big Boy**  
603 CALORIES / SANDWICH



- **Big Boy is a restaurant chain with headquarters in Warren, MI.**
- **The company is the franchisor for more than 455 Big Boy restaurants in the USA.**
- **Big Boy was started in 1936 by Bob Wian in California.**
- **A Big Boy sandwich consists of two thin beef patties placed on a three layer sesame seed bun with lettuce, a single slice of cheese, and Big Boy special sauce.**
- **Other Big Boy franchises include:**
  - **Manners in Cleveland**
  - **Shoney's in south**





Ticker symbol:  
FRS  
on the American  
stock exchange

FRS \$19.66 per  
stock

- **In 1905, Samuel Frisch opened the first Frisch's on Freeman Avenue in Cincinnati. His sons carried on the business.**
- **In 1946, Frisch's started selling the Big Boy sandwiches.**
- **Today there are over ninety restaurants in Indiana, Kentucky, and Ohio**
- **Frisch's also owns numerous Golden Corral restaurants in Indiana, Kentucky, Ohio, Pennsylvania, and West Virginia**



- Headquartered in Cincinnati
- Manufacturing facilities in NJ, TX, GA, CA, MA and Spain
- Over 600 employees nationwide
- Own 7.2% market share in the beverage industry
- Products include: Very Fine juices, Fruit2O, Fruit Simple brand, Elation's, Bossa Nova and the most common SunnyD



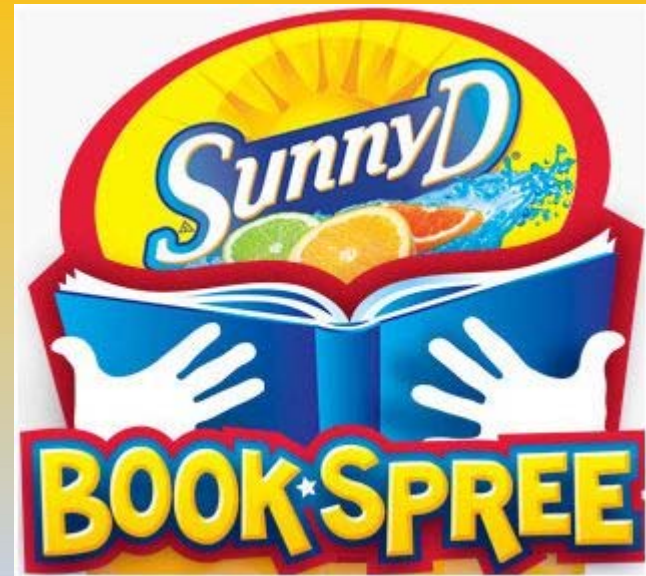
SunnyD was launched in Florida in 1963 when two friends, Howard Dick and Phillip Grimmell, were walking on the beach discussing how their children did not like orange juice because of the pulpy texture and tart taste. They decided to make a sweet, citrusy flavored beverage with a smooth texture.



Over the years the company changed hands many times, including ownership by P&G. It was purchased in 2004 and is now owned by Doric Foods.

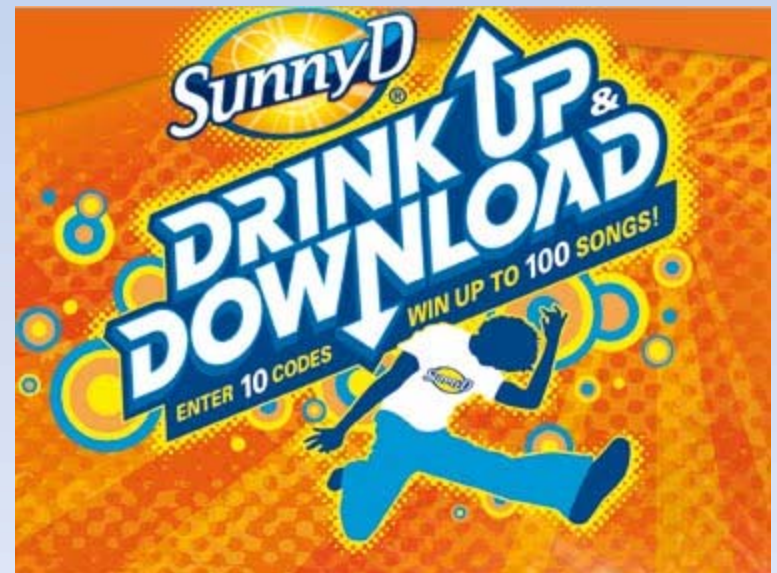
# Unleash the Power of the Sun!

In 2010 schools saved SunnyD labels. The grand prize was 1,600 books donated to the school's library.



### SunnyD Drink Up & Download

This is a contest that starts January 2, 2012. You can win up to 100 free music downloads every time you enter 10 codes from specially marked SunnyD labels.





## Annual Tuition and fees

Ohio Resident, undergraduate: \$10,419  
Out of State, undergraduate: \$24,942  
Ohio Resident, graduate: \$13,701  
Out of State, graduate : \$24,825  
Room & Board: \$ 9,702

- 16 different colleges and 167 Bachelors programs

- Popular Majors:** Music, Art, Engineering, Medicine, Business

- Opened 1870**

**Location:** 2600 Clifton Ave., Cincinnati OH 45221

**Size:** 41,357 Total (83% Full Time students)

**Logo:** Cincinnati Bearcats



**UC** attracts students from all 50 of the United States and from 110 countries outside the U.S.

**ENROLLMENT: 41,357**

Full Time Students (29,928)  
Part Time Students (11,429)

**DIVERSITY**

African American: 8.9%  
Asian: 3.0%  
Hispanic: 2.0%

**Ohio Residents: 34,414**  
(83.2%)

**Male/Female: 18,695/22,662**  
(45.2%/54.8%)

**On-Campus Residents: 3,861**

**Average Age: 25.2**



# RANKING



**S** Co-operative Education is **4th**  
Opera/Voice is **3rd**  
Interior Design is **3rd**  
Musical Conducting is **5th**  
Music is **6th**  
Industrial Design is **6th**  
Music Composition is **9th**  
Orchestra/Symphony is **9th**  
Paleontology is **6th**  
Criminal Justice is **3rd**  
Pediatrics is **3rd**  
Nursing, Anesthesia is **11th**

**...IN THE U.S.**

I R R E S I S T I B L E





Location: Cincinnati, Ohio

- 31 Company owned stores
- 7 Franchise stores

"IRRESISTIBLE"



In the mid 1800s, the Graeter family emigrated from Bavaria eventually settling in Cincinnati, Ohio. **Louis Charles Graeter began making ice cream** in a market at the base of Sycamore Hill. The Graeter family enjoyed many years of success until Charlie's life was cut short by a tragic streetcar accident in 1919. His wife, Regina, expanded the business into a network of stores that spanned Cincinnati. She continued to live above the McMillan street retail store until her death in 1955. Following her death, her sons Wilmer and Paul took over the business. In 2004, **the fourth generation of the Graeter family took ownership** of the then 134 year-old ice cream company. While only 3% of family businesses survive to the fourth generation of family ownership, Chip, Bob, and Richard fully intend to pass on Cincinnati's historic and beloved ice cream company to Louis Graeter's great-great grandchildren.





## Oprah Winfrey

***Made on her show in 2002, that Graeter's was the best she had ever tasted. "We were shipping about 40 boxes a day," Mr. Graeter said. "After her show, the next day we probably shipped 400."***

If a student shows he or she got straight A's on their report card, Graeter's will give them free ice cream. It builds traditions and memories over the years, as the customer will probably agree it is their favorite ice cream. (bringing back business...promotion)



- Graeter's has 41 different flavors!!!
- Graeter's annual sales of \$20 million are small compared with the big two, but it sees room for growth.
- The company hopes to quadruple production and challenge the heavyweights Häagen-Dazs and Ben & Jerry's nationwide, an ambitious target considering its current distribution is limited to 45 ice cream parlors and pint sales at 1,500 Kroger supermarkets throughout the Midwest, Texas and Colorado. Now, it is heading to the coasts.

Joseph-Beth Group is one of the nation's strongest and most wealthy independent bookselling companies

- 1986: Neil J. and Mary Beth Van Uum open Joseph-Beth Booksellers
  - Davis-Kidd Booksellers had been Joseph-Beth's model
  - The name derives from the middle names of two founders Neil and Mary Beth Van Uum.
- 1999: Neil and Mary Beth Van Uum divorce; Neil Van Uum buys out his ex-wife's interest
- 2011: New store opens in Crestview Hills Town Centre

# Marketing



- author signings
- special events
- holiday festivities
- books fairs
- wine tastings
- customer appreciation days

## \$25 Membership benefits

**PURCHASE \$25 MEMBERSHIP**

*With your \$25 membership you save more in both the bookstore and the Brontë Bistro. Plus, you'll receive private invitations to members-only events.*

- As soon as you become a member, you'll receive a **\$25 coupon for Brontë Bistro**. That means Gives Back pays for itself right away.
- **You'll receive a \$10 coupon** every time you reach \$200 of bookstore purchases. Use it for gifts, books, CDs, DVDs or any other products in the store.

Get **\$5** in **HOLIDAY BUCKS**  
with every  
**\$25** in Gift Card Purchases

**Limited Time Offer**  
**Ends December 11th!**

## Birthday Meals

Joseph-Beth wants you to enjoy an entree on us!

We want to thank the customers who join our Gives Back Preferred Customer Program by giving them a **FREE** entree in our Brontë Bistro for their birthday. We will send out a e-mail coupon to members who have activated their account online to redeem their free entree.

# Organization

**Website** www.josephbeth.com  
**HQ** Cincinnati, OH  
**Industry** Music, Video, Book & Entertainment Retail  
**Size** 500 to 999 Employees, \$42M+ Revenue

The founder

Marketing Manager  
**\$50,000 to \$107,000 a year**

Assistant Manager  
**\$37,000 to \$55,000 a year**

Office Manager  
**\$34,000-\$70,000**

Bookseller  
**\$7 – \$12 a hour.**

1 Salary: 1-1 of 1 Job Title Sort by # of Reports (high to low) ▼

Salaries in USD 	Avg. Salary	\$225k	\$230k	\$235k
<b>Chief Operating Officer</b> 1 Joseph Beth Booksellers Salary	n/a	\$221k		\$237k
Salaries in USD 		\$225k	\$230k	\$235k

Salary: 1-1 of 1 Job Title < Prev 1 Next >

Key:  = Salary Range  = Anonymous Salary Range [?]  = Average Salary [</> Embed](#)

Note: Salary may vary based on location, years of experience, and/or other factors.



- ❑ Remke's target market is the middle to upper class since their groceries are higher quality and more expensive than other supermarkets.
  - ❑ Private Company
  - ❑ Headquarters – Erlanger, KY, U.S.A.
  - ❑ Number of Locations – 14
-



*William Remke*

In 1897 William Remke opened a small meat market in Covington.

In 2010, Bill's son Matthew took over the business. He is the 4<sup>th</sup> generation in this local family business.



*Robert Remke*

In 1935 William's son Robert opened another location in Fort Mitchell



*Matthew Remke*



*William Remke*

In 1970, Robert passed away and his son Bill took over as President.

Remkes expands to 14 locations.

# Marketing

- Remke puts out a weekly ad featuring select lower prices
- Remke lowers the prices of milk and eggs to get people in the door, makes up with higher prices on different items.

**Remke bigg's Highland Ridge**  
 2700 Highland Ave • Chesham, IL 61814  
 Open 6 am to 11 pm • (513) 731-7500

also available at  
 Remke bigg's Mason

**Remke bigg's**  
**MARKETS**

**bigg's Passover Headquarters**  
**Largest Selection in the Tri-State!**



**From our family to yours... have a Joyous Passover**

Sign up for the Kasher eBlast at the Highland Kasher Marketplace Kasher deli!

All Kasher service departments are under the supervision of the Rabbinical Council of Chicago.

Prices Effective through 4/24/2011 at Remke bigg's.

 <b>11<sup>99</sup></b> lb	 <b>8<sup>99</sup></b> lb	 <b>2<sup>29</sup></b> lb
 <b>5<sup>49</sup></b> lb	 <b>5<sup>99</sup></b>	 <b>4<sup>99</sup></b>
 <b>free</b>	 <b>1<sup>99</sup></b>	 <b>7<sup>99</sup></b>
 <b>25</b> for	 <b>6<sup>49</sup></b>	 <b>11<sup>99</sup></b>

Mishpacha Solid White Tuna 5 oz 2 <sup>79</sup>	Manischewitz Cake Mix 12 oz 5 <sup>99</sup>
Mishpacha Vegetable Oil 4 lb 6 <sup>99</sup>	Manischewitz Maccaroons 10 oz 3 <sup>79</sup>
Gafan Ketchup 24 oz 2 <sup>39</sup>	Manischewitz Egg Matzo 10 oz 3 <sup>79</sup>
Osem Medium Pickles 1 lb 1 <sup>39</sup>	Manischewitz Matzo Ball Mix 4.5 lb 2 <sup>42</sup>
Gold's Duck Sauce 12 oz 2 <sup>79</sup>	Manischewitz Matzo Meal 1 lb 4 <sup>99</sup>
Lieber's Chocolate Chips 12 oz 2 <sup>99</sup>	Les Petites Shredded Cheese 8 oz 3 <sup>99</sup>
Batampfe Horseradish 7 oz 2 <sup>39</sup>	Klein's Real Kasher Ice Cream 2.5 lb 6 <sup>99</sup>

**\$10** will purchase a bag containing these products and the bag will be donated to 

Please plan to shop in the grocery department and purchase at least \$10 in the Jewish Family Service's food bank. The bag will be donated to the Jewish Family Service's food bank. The bag will be donated to the Jewish Family Service's food bank.

**Let all those who are hungry, come and eat!**

In honor of Tu B'Shvat, we are offering a special price on our fresh produce. The price is good for a limited time only. All produce is fresh and grown in Israel. We are committed to providing the highest quality produce to our customers. The price is good for a limited time only. All produce is fresh and grown in Israel. We are committed to providing the highest quality produce to our customers.

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