

UNIVERSITY OF THE DISTRICT OF COLUMBIA

COLLEGE OF PROFESSIONAL STUDIES

Application of interest square unity (ISU) Technique to the

Development of FRESH FIELD / WHOLE FOOD MARKET.

A collaborative project By:

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Submitted in partial fulfillment of the requirements of

Course No. 2217-402-04, Management Information systems

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DECEMBER 10, 1997

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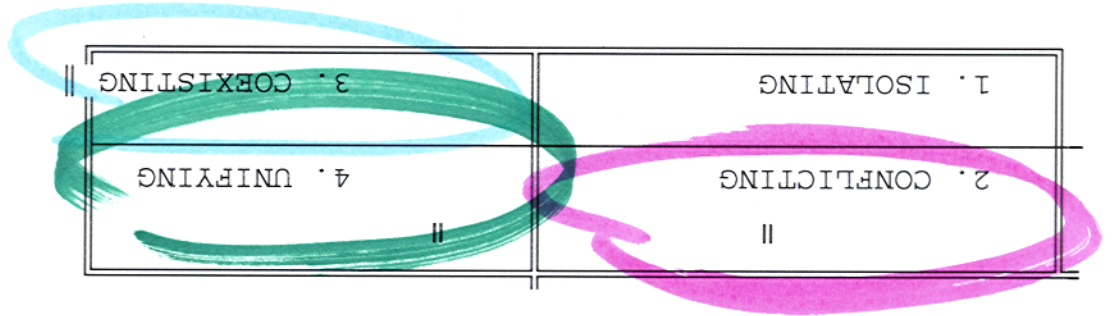
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The Interest square Unity (ISU) Technique and its Application to general Business problems.

The Interest square Unity (ISU) Technique is a form of Business modelling which provides a comprehensive, systematic Approach to analyzing, understanding, and solving any business problem. The ISU diagram is presented as a square subdivided into four component squares. Each component square represents a specific type of analysis or perspective on the components of a business problem.



What is the Interest square Unity (ISU) : It is a logical presentation of the different cycles of an entity (Market, Business, Church, Government and language. The interest square technique is a unilogic surrounding square containing four cycles (of analysis) related and square to each other. The first square is the Isolated square; the second is the conflicting; the third is the coexisting and the unifying is the fourth square. The ISU technique relies on the functions decomposition

Business Functions of Fresh field /
Whole Foods Market.

- * Accounting
- * Marketing and product planning:
 - A. Internal Marketing Function
 - B. Direct Marketing advertising
- * Finance:
 - A. Fund Acquisition
 - B. Financial Analysis
- * Human Resource
- * purchasing
- * customer service
- * Information system

The first phase of the cycle involves taking a hard look

WHERE ARE WE NOW ?

HOW CAN WE GET THERE .

WE NOW ? WHY ARE WE THERE ? WHERE COULD WE BE ? AND

to attain. Total branding includes the questions WHERE ARE

will allow us to know what is conflicting with what we want

Answering the following questions called total branding

CONFLICTING

field / whole foods market.

question of what will be the best promotional mix for Fresh

question to be considered. Further isolation takes us to the

money they will need to advertise, this is a very important

question will be able to tell us where, when and how much

will either be marginally successful of unsuccessful. This

the proper market can not be reached, all marketing efforts

exposure to the proper market which is the target market. If

methods will consist of various techniques that will allow

of how to promote the company is being singled out. Promotion

about researching to find it's target market ? The question

the company to its target market ? How should Fresh field go

questions, How will Fresh field marketing department promote

Further isolation of the problem will include the

to promote marketing strategy.

distribution and product. What methodology will the company

singled out from other marketing field such as location,