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## Award-Winning UD MBA Consulting Team Offers Local Entrepreneur a Fresh Perspective

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Contact: Erika Mattingly  
or Pam Huber  
huber@udayton.edu

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## NEWS RELEASE

### AWARD-WINNING UD MBA CONSULTING TEAM OFFERS LOCAL ENTREPRENEUR A FRESH PERSPECTIVE

DAYTON, Ohio — As D.J. Brennan, 29, prepares to open his fourth paint-your-own pottery studio, he scrambles to keep up with the day-to-day responsibilities that small-business owners face.

That's why the Kil'n Time Café owner turned to MBA students in a consulting course at the University of Dayton's School of Business Administration for strategic planning and research.

Inventory management, a marketing plan, franchise potential and customer research and analysis were the areas Brennan asked the team to focus on. "It was kind of like having a board of directors for a couple of months. I got some fresh ideas and a new perspective from people who have no ties to me," he said. "They made recommendations and offered solutions for things that we could implement right away."

The team's comprehensive study of Kil'n Time earned first place and \$2,500 at the Ohio Graduate Business Student Competition, which included 16 teams from 11 universities and was held on April 14 in Columbus. "The Kil'n Time team went beyond what any other team did," according to Joe Schenk, UD associate professor of management and marketing and advisor to the MBA consulting course.

For example, the MBA team arranged for the supplier of Brennan's bisque, or unfinished pottery, to deliver rather than Brennan traveling to Columbus to pick it up. The team

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OFFICE OF PUBLIC RELATIONS  
300 College Park Dayton, Ohio 45469-1679  
(937) 229-3241 (937) 229-3063 Fax  
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developed a new inventory management system that helps Brennan eliminate incorrect orders and keep track of out-of-stock items.

They also performed an extensive customer analysis. "We really tried to identify who his customers are and what they are looking for," said Blake Burnett, a finance director at NCR Corp., who served as the team leader. "It's not just cups and saucers, but they're trying to relax and enjoy art," he said.

The team created a mailing list, a newsletter and a 22-page web site for Kil'n Time. "To be able to have one of those things would have made me happy," Brennan said.

Burnett said the project helped him better understand what it takes to run a small business. "I've been with one company my whole career — NCR — which is a corporate, big operation. By working with a very small company with one entrepreneur, and to see what he is going through on a day-to-day and strategic level, was very beneficial," Burnett said.

Brennan started the first Kil'n Time Café in 1997 on Fifth Street in the Oregon District. He opened another studio in Kettering's Town and Country Shopping Center in 1998, a third in West Chester, Ohio, in 1999, and the fourth studio is due to open this week in the Mall at Fairfield Commons.

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For media interviews, contact **Joe Schenk** at (937) 229-3116. Call **D.J. Brennan** at (937) 369-3535. Call **Blake Burnett** at his office at (937) 445-6153 or at home at (937) 428-6568.