

# Buchanan Hollow Nut Company Rebranding and Research

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## **Abstract**

A marketing plan was designed for Buchanan Hollow Nut Company (BHNC) in the summer of 2016 to redesign the company brand. Additionally, the author conducted research to determine if the implementation of bar codes and scanning would improve internal efficiency.

Utilizing the company's owner, and famous artist, Sharleen Robson, the author created a tasteful watercolor design to update the logo for BHNC. Furthermore, by contacting the current packaging company, Legend Packaging Group, the author received estimated costs for adding a bar code to each product. These barcodes were then printed and added to the processing boxes in the storage facility and individual bags available for purchase.

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## CHAPTER ONE

### **Introduction**

A company's brand is vital to its success as a profitable business. A clearly recognizable label is an essential element setting the business entity apart from its competitors. Implementing an updated design for Buchanan Hollow Nut Company (BHNC) will ultimately improve its customer base and marketing aspect. In this project, the developer will design and implement a completely new brand for the family business. Additionally, the author will research and provide the client with information regarding employing a scanning and barcoding system on all products. The effect of this technology for BHNC has the potential to increase efficiency through shipping and handling processes as well as customer recognition in the store. This project will incorporate both goals for the betterment of the longevity of Buchanan Hollow Nut Company.

### **Statement of the Problem**

Buchanan Hollow Nut Company is a family operated business that has provided quality nuts and service for customers in California's Central Valley and all over the world for the past 30 years. *While the company made strides to keep up with the complex and challenging niche market of organic pistachios and quality nuts, it failed to update the brand and logo since formation.* For this reason, the designer will be updating the older design to an illustration similar to the watercolor work of one of the company's founders. *The second problem to face is the organizational aspect in the stock room and on the floor of the store.* Purchasing technology to employ a scanning and barcode system on all products will increase operating expenses initially, but the structure will enable lower check out times, organization for shipping, and processing online orders.

## **Importance of Project**

Conducting this project is important to BHNC as it has provided funding for the research and new elements to represent it. A new outlook and more organized work area will positively affect both the employees and the customers. The company leadership also believes incorporating new elements into the family business from another family member is a significant step to contribute to the family legacy they promote.

## **Purpose of the Project**

This project will improve efficiency within Buchanan Hollow Nut Company, as well as promotion and unity overall. Likewise, the purpose of this project is to provide an updated look and system for the growing company. The author's design will highlight the artwork Sharleen Robson has available at the company store and be made more appealing to the customers. Additionally, improving the efficiency of the business through scanning and bar codes will save money in the years to come.

## **Objectives**

The objectives to accomplish the purpose of this project are:

- To develop a new company logo for Buchanan Hollow Nut Company.
- To determine if incorporating a barcode and scanning system will improve efficiency and organization.
- To update the look of the company to today's consumer base utilizing different programs.

## Definition of Important Terms

- **Adobe InDesign** is a desktop publishing software application produced by Adobe Systems. It can be used to create works such as posters, flyers, brochures, magazines, newspapers, and books. InDesign can also publish content suitable for tablet devices in conjunction with Adobe Digital Publishing Suite.
- **Adobe Illustrator** is a vector graphics editor developed and marketed by Adobe Systems. The latest version, Illustrator CC, is the seventeenth generation in the product line.
- **Adobe Photoshop** is a raster graphics editor developed and published by Adobe Systems for Windows and OS X. Photoshop was created in 1988 by Thomas and John Knoll.
- **Marketing plan** is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame.
- **Brand** a type of product manufactured by a particular company under a particular name.
- **Logo** a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc.
- **Barcode** a machine-readable code in the form of numbers and a pattern of parallel lines of varying widths, printed on and identifying a product.
- **Barcode labels** (sheets and rolls) are commonly used for inventory control, product pricing and point of sale scanning.
- **Watercolor** the art of painting with watercolors, especially using a technique of producing paler colors by diluting rather than by adding white.

- **Design Template** a design, mold, or pattern of an item (or a group of items) that serves as a basis or guide for designing or constructing similar items. Template agreements may allow certain degree of freedom in making alterations or modifications.

## **Summary**

The author is to revamp the logo design for Buchanan Hollow Nut Company. In addition, a plan for a barcode and scanning system on all inventory will be presented to the client. This will update the 30-year-old design inside and out to improve a growing company. A new symbol to unify the business entity will have a stronger presence and make it easier for the consumer to recognize product. Identifying the marketing plan, design template, and technology to put in place is a key step to advance the company.



## **CHAPTER TWO**

### **Literature Review**

An effective marketing plan is the foundation upon a cohesive company. The purpose of this project is to develop a stronger, more unified logo for Buchanan Hollow Nut Company. Additionally, the author will determine if incorporating a bar code and scanning system will increase efficiency within the business. This chapter will provide the background information that supports the processes to properly design a logo and implement a scanning system. Cohesiveness and efficiency are imperative for a healthy and competitive company.

### **Buchanan Hollow Nut Company**

Buchanan Hollow Nut Company has pride in being a vertically integrated business, where one family really does it all. In 1982, when the company was founded by Robert and Sharleen Robson, this consisted of growing, harvesting, processing, and selling the product. However, in today's marketplace there are more steps essential to get the product from the producer to the consumer. The first and most important being marketability. The family-oriented business provides consumers with a healthy, organic, and locally grown product. Buchanan Hollow Nut Company sells both domestically and internationally. Two aspects of this rapidly growing company that could greatly improve profitability and brand identity are marketing and organization (Brad Robson, 2016).

In just the past 10 years, the company updated the website to help reach a broader customer base and have been making further internal improvements to the vertically integrated business. However, it was time to go beyond that and revamp the identity of this 30-year-old company to show that it's competitive and changed, for the better.

## **Sharleen Robson Artist**

“Watercolor is a tradition that spans the chronicles of history,” (Skinner, 2016). Sharleen Robson has been painting water colors since she was a young woman and is nationally recognized for her delicate and colorful artwork. After winning many awards and being selected to paint limited edition paintings for the past 25 years, Sharleen has received achieved great recognition for her work. The American Pistachio Growers selected her to paint a different pistachio painting every year from the trees growing around her home in the Central Valley.

Sharleen consistently paints the almond branches, and trees or nuts that her family grows to be sold at Buchanan Hollow Nut Company. The businesses brochure also has some of her artwork on it, as well as the website. Sharleen is overly capable of designing a simple pistachio branch that utilizes light colors and delicate lines for BHNC’s new logo.

## **From a Doodle to an Art Print**

After sketching ideas representing the company that utilize a pistachio, the artist will then paint them onto a sheet of white watercolor paper. Each design needs to be created larger than anticipated for scanning purposes as well as brightness (Jones Design, 2016). Next the author will scan the paintings and “turn them into digital artwork that can be manipulated according to colors, sizing, and rotation” (Jones Design, 2016). The artwork is saved to PDF on the computer and then opened in Adobe Photoshop.

## **Isolate the Design**

The next goal in Adobe Photoshop, is to isolate the painting to save it as its own image. The lasso tool will help to trace carefully the perimeter of each drawing. Following this step, copy the image into a new document, while setting the background to transparent. The magic wand tool will highlight the white background and after pressing delete, will remove it to a

stand-alone vector image (Illustrator Trainer, 2016). Save the file as a .PNG and it will open in the Adobe Illustrator application with the speckled or transparent background. Adjusting the hue and saturation is now available once converted into Adobe Illustrator. After each image is adjusted, they are added to a new artboard to add the company name.

### **Advantages of Barcoding**

Barcode systems provide many benefits, including operational efficiency, stronger customer service, and improved visibility for employees. Five main advantages of implementing a bar code system are speed, accuracy, data integrity, ease of implementation, and cost effectiveness (Barcoding Incorporated, 2011). A bar code system of 12 characters can be scanned in the average time it takes an operator to type two keys. Additionally, “for every 1,000 characters typed by a keyboard operator, there are an average of ten keying errors. For an Optical Character Reader (OCR), there is one error in every 10,000 reads. With wands, barcode systems approach one error in every 3,000,000 characters, and with laser technology, they approach one error in 70 million entries” (Barcoding Incorporated, 2011).

Implementing a new barcode system into a company takes each employee, on average, 15 minutes to learn how to properly use the technology. “Barcode systems create value not only by saving time, but also by preventing costly errors,” (Barcoding Incorporated, 2011). Regarding inventory management, poor inventory and management leads to the loss of customers and revenues. “But adopting a barcode inventory management system can help your company function efficiently and make more profits in the long run (Barcoding Incorporated, 2011).

## **Which scanning system is right for you?**

Clear Spider is a leader in collaborative inventory management known for cost effective technology reaching companies worldwide. The strong points Clear Spider has are ease of use and quick deploy (Clear Spider, 2016).

## **Summary**

A popular trend in today's marketplace is "if you can brand it, you can sell it." A cohesive and appealing brand a customer can identify with is vital. Buchanan Hollow Nut Company will have a unique watercolor image on its new logo to refresh a 30-year-old design. Integrating a brand that a founding member has made will be essential in the family-oriented partnership. Additionally, a barcoding system that goes beyond shipment and onto the floor of the store will have tremendous impacts on the health and growth of the company. Buchanan Hollow Nut Company has continuously grown to meet the standards of the evolving market and these new changes will help BHNC stay competitive.

## **CHAPTER THREE**

### **Methods**

In order to establish what company aspects the owner thought most imperative to be improved, the first step was to meet with the company and its' employees. After watching the business operate on a day-to-day schedule, attributes that had the greatest opportunity for growth and return would be visible. The creation of an outline and event timeline would keep the author and owner of Buchanan Hollow Nut Co. in sync and accountable. The owner should also provide access to internal programs already in place to compare results and find a starting place. The author will consult with the owner to illustrate ideas to revamp the current company brand and logo. Once the outline is developed the author will contact outside sources and begin collecting necessary materials. Following the steps listed, the author prepared materials necessary to meet the objectives of this research for Buchanan Hollow Nut Company.

### **Background on the Company**

The first step was to become acquainted with the companies the business currently has contracts with. For example, Buchanan Hollow Nut Company receives their packaging materials from a company called Legend Packaging in Los Angeles, California. Additionally, the author could collect information on who has created the layouts and design in the past to receive all materials to begin the sketches and design.

### **Determining the Design**

To begin, the author provided examples of simple watercolor logos to see what interests Buchanan Hollow Nut Company's owner, Sharleen Robson. After receiving differing designs, from similar companies and other artists, the owners could choose a color palate. Following this meeting, the author and artist set up another appointment to sketch and paint a few samples. Two main objectives sought out were to make a heavily pigmented design and large enough to avoid

pixilation. A simplistic logo of a pistachio was compared to competitors to determine identity and marketability.

### **Developing a Logo**

The author used both video and online sources to learn the best ways to transfer a design from watercolor paper and onto the computer. The artist, Sharleen Robson then began painting with very pigmented colors a few pistachios and branches on a Strathmore Watercolor paper pad that was 140lb. In order to transfer this onto the software program for logo development, the author used a HP-Print-DC-Officejet 4630 to scan at different angles and qualities onto a PDF. The PDF files were then uploaded to the Adobe Photoshop program. Multiple designs were developed to ensure the best quality was transported through the scanning steps. The author then removed the background of the design by using the marker tool to trace the outline and extract the white watercolor paper. After amplifying the colors and feathering the strokes it was time to add in the desired fonts to show the company name. Additionally, the author had to choose clean, thin fonts that did not take away from the stroke detail. After finalizing a set of complete brands the owner had the opportunity to decide which colors, sizes, and arrangement she preferred.

### **Creating Files**

The author saved the files in a multitude of different formats and sizes for the company to utilize on many platforms. Different file types were needed for website usage, business cards, brochures, and packaging. The author saved each design in PDF. PNG. And JPEG. formats. Each file was then saved on a USB drive in sizes ranging from a full page to 3cm by 4cm. It was important to supply the owner with other formats because they could be interested in using them in the future or other packaging facilities could require them.

## **Researching Scanning Technology**

The second process the author took on was researching surrounding and similar companies to find out the pros and cons of the scanning systems they implemented. Deciphering which programs would be cost efficient is essential. The author then provided financials, statistics and examples of how incorporating scanning technology for all packages at checkout and prior to shipment would benefit the owner. In addition, a bar code at checkout would save time and allow the owner to employ more people during the busy holiday season with less training as they would not need to memorize prices. Moreover, as prices change, the system would account for the increase and limit accidental discounts, therefore, increasing profits to the company. Lastly, the author decided a sticker to be added or printed on the existing packaging would make for an easy solution. Following this, the author contacted multiple companies to get prices for programs and handheld scanning devices. These numbers were then prepared in a document and presented to the owner for a final decision.

## **Contacting Legend**

Legend Packaging Group provides quality packaging supplies and materials for companies all over the nation. Their designs are extremely versatile and can be easily adjusted. The author contacted the company to find out what they suggested would be the most cost efficient for adding a barcode to each individual bag of product. The author also determined whether the company was worth staying with by receiving quotes from their competitors.

## **Developing Reports**

The author quantified the results by categorizing how much money was spent and estimated money or time saved.

## **Collect Feedback**

It is important to collect feedback from the employees, customers, and the company owner. To determine if the project conducted by the author had a positive effect on the business, she collected feedback through a survey of five short questions. The final question was open for comments and improvements.

## **Conclusion**

Following the steps above will result in high quality and unique logo presentation as well as quality analysis of bar code programs and how BHNC could benefit from implementing an updated logo and management system.



## CHAPTER FOUR

### **Original Brand**

The figure below depicts the current logo for Buchanan Hollow Nut Company. This original brand used on all packaging was developed 30 years ago since the development of the business. The image was produced by an outside company of which files were not maintained or recorded.



*Figure 1: Original company logo, (BHNC, 1982).*

## Updated Brand

The two designs below are authentic water color pieces from the business owner, Sharleen Robson. Both designs were illustrated in the summer of 2016 as the pistachios began to develop. The light, airy, and clean painting was chosen to eliminate the look of clutter tied with the company name. The business owner chose the two brands of many presented to represent the new and improved Buchanan Hollow Nut Company. Additional sizes and formats were provided by the author to maintain the quality of the work as well as files for future developments.



*Figure 2: Updated watercolor logo (BHNC, 2016).*



*Figure 3: Updated watercolor logo, horizontal format (BHNC, 2016).*

## Original Barcoding System

Buchanan Hollow Nut Company utilized a multitude of labeling and organizational techniques in the stock room. This system made it a challenge for extra staff hired during peak business seasons to catch on quickly and required more training or questions to be asked throughout the day.



Figure 4: Stock room prior to bar code implementation (BHNC, 2016).



Figure 5: Second stock room prior to bar code implementation (BHNC, 2016).

## Potential New Barcoding System

After contacting Legend Packaging Group the author found the owner had access to a database of product codes, label generators and stickers that could be printed right away. Once labels were created and adjusted with the corresponding date they were saved to an easily accessible file and printed. Current employees were taught how to generate and locate each sticker and assisted in relabeling the current storage room products.



Figure 6: Updated label with bar code system (BHNC, 2016).



Figure 7: Storage room with modern and organized labeling (BHNC, 2016).

## Original Product Packaging

The original packaging on all products had a place for the barcode in the lower right corner. The photos below show the product bags available in store in fall of 2016 with the blank white section.



*Figure 8: Original packaging with bar code space available (BHNC, 2016).*



## Potential New Bar Codes on Packaging

Each package had the ability to be scanned, following one more stop with Legend Packaging Group. The bags were then referenced with the same database used for the boxes to generate bar codes with the relevant size and product description.



Figure 9: Updated packaging with bar code system implemented (BHNC, 2016).

## Suggested Products to Purchase

Following extensive research the author believes that the Motorola MC9060 Wireless PDA Barcode Scanner and the Motorola Symbol Ls4278 Cordless Wireless USB Bluetooth scanner would satisfy the needs of Buchanan Hollow Nut Co (LI 4278). Based on the size of the shop, average asset turnover ratios, and number of employees utilizing the product and storage scanning the MC9060 product would be ideal for the storage and packaging portion of the shop. This product incorporates a screen allowing for the user to check stock and availability in the palm of their hand. Additionally, maintaining the same interface by keeping with Motorola, the

Symbol Ls4278 would be placed by the cash register for checking out customers. Each device is cordless for ease of use.



*Figure 10: Motorola MC9060 Wireless PDA Barcode Scanner and the Motorola Symbol Ls4278 Cordless Wireless USB Bluetooth scanner (BHNC, 2016).*

### **Associated Costs**

The author prepared a financial statement for the business owner to consider. The new brand for BHNC was at zero cost to the company whereas the implementation of the new and advanced scanning system was much more expensive. Printing the labels for packaging and storage would slightly increase costs for the company on a monthly basis. The initial and only costs for the scanning products are \$279.99 for the Symbol Ls4278 and \$205.00 (Reeves and Chase, 2017). The combined cost to the company would be nearing \$500.00 including shipment and tax.

## **CHAPTER FIVE**

### **Summary**

The updated logo created is unique to Buchanan Hollow Nut Company. Taking advantage of the artistic ability of the owner, combined with the beauty of the product, BHNC has a newer, more tasteful and appealing logo to identify with. As the updated brand was presented to the business in multiple formats the owner has the freedom to utilize the brand in other areas of the company such as packaging and brochures. Creating a design that was cohesive and adaptable to different platforms was essential to the author.

The second portion of the project identified a scanning a barcode system to increase internal efficiency greatly, if implemented fully. While the initial costs are much higher for the company, totaling around \$500.00 the payoff would outweigh the expense. In conclusion, the author was able to develop a new logo, determine the positive outcome of a scanning system and updated the look of the company to the current consumer base.

### **Recommendations**

The following recommendations should be considered in a similar or continuation of the rebranding and research project:

1. Timeline Schedule prepared with client
  - This recommendation is in part due to the distance between the author and business entity. Each party's schedule was limited and it would be at the advantage of the author to schedule appointments more regularly.
2. Seasonality of Project



- Buchanan Hollow Nut Company's busiest time of the year is from October to January. Majority of orders and shipments go out during this time and it would be beneficial for the author to conduct research during the calmer time of year.

## **Feedback**

Feedback was provided regarding the results of the rebranding and research project. The business owner and current employees responded positively to the all changes presented. Buchanan Hollow Nut Company was extremely pleased with the results and is making plans to incorporate all findings. In addition, the owner hopes to continue working with the author to bring the new brand to life by adding it to the website and brochure next (Sharleen Robson, 2017).

## **Conclusion**

The overall design was visually pleasing and simpler to read for consumers. The files created were organized, clean cut, and reached the fresher target market than that of a 30-year-old design. This update made Buchanan Hollow Nut Company more competitive among the marketplace. The company enjoyed being provided with a new piece of art to showcase and believed scanning was easy to use and more efficient in the busy time of year. Employees required little training to utilize the handheld scanners. During each checkout employees noted more time was spent interacting with each customer and satisfying their needs rather than searching for an answer or new price point. Additionally, orders for shipment went out earlier because employees knew what was on the floor and in the back-storage area right away.

The author quantified the results by providing the client with a financial analysis regarding newly acquired costs.

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