

MKT 202- Final Paper
The Maxwell: 1100 S Canal Street
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Executive Summary:

Marriott Bridges is a non-profit organization striving to help employ the disabled population in urban areas. The following data provides research conducted to assist Marriott Bridges and their mission to further recognize the trends and specific needs of certain retailers. With the help of customized surveys pertaining to these needs of retailers, much of the information collected concluded different results. This lead to recognition of the variety of different resources and requirements each retailer held.

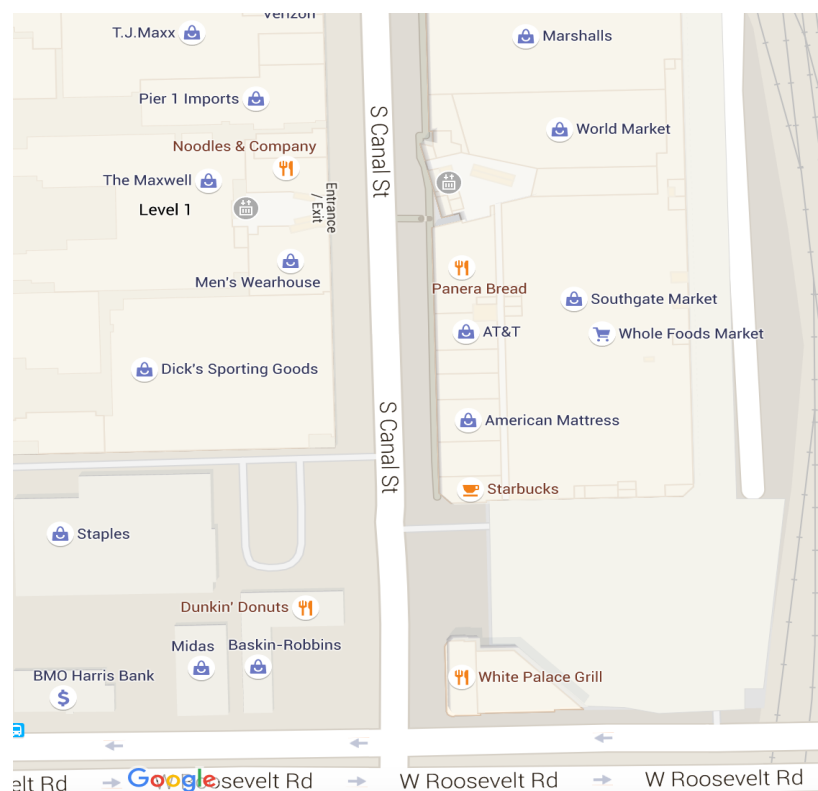
The survey consisted of nine questions focusing on the accommodation of employers and employees. A few of the questions included specific times throughout the year that employers typically look into hiring, how far in advance employers accept applications, the length of the hiring process, specific positions that hires are considered for, along with how many hired employees are needed. We also asked if the retailers seek any specific retention rates, and recommended requirements. Lastly, we asked the managers if these candidates do follow through to become seasonal employees, and the chance of that employee having the opportunity to stay on as part-time.

Research Intro:

Established in 1989 by the family of J. Willard Marriott, who had a family member with a disability, the Marriott Bridges program was created. Marriott Bridges helps aid young people with disabilities (ages 17-24) in order to have an opportunity to find work that will create a self-sustaining lifestyle for themselves, while “transforming lives through the power of a job” (Dick Marriott). Marriott Bridges has a singular purpose, which is to get people with disabilities jobs; this does not include housing, food, etc. Since there is no other group discriminated against more than the disabled, Bridges has employed over 20,000 people with disabilities in 25 years; 292 jobs were found for these individuals in Chicago alone. They have seven offices nationwide, with Chicago being the largest.

The key was to find department and retail stores that were willing to provide information about their hiring trends by only representing DePaul University, without disclosing Bridges or Marriott. The main aspect of asking the managers to take the surveys was to also not mention that these candidates had disabilities.

The Maxwell location is an outdoor mall with multiple department stores. The stores are relatively busy throughout the week. The location is on the cross streets of South Canal Street and West Roosevelt Road. This is accessible by the Metra and the CTA. The closest Metra stop is the Halsted Street Station; it is 15-20 minutes away using CTA buses, the 18 runs on West Roosevelt. This results in more time to add on for clients commuting from the suburbs. The closest L-stop is the Roosevelt Red Line stop, which is 10 minutes away via CTA buses; the bus is the 18 on East Roosevelt.



Results for Maxwell

Stores:

- Dicks Sporting Goods
- Marshalls
- Burlington
- TJ Maxx
- (Denied) Nordstrom Rack
- (Denied) Target
- (Denied) DSW

Dicks Sporting Goods hires during May, October and November, all's hires during September, Burlington hires during August through December, and TJ Maxx hires during March through October. This chart describes the significant hiring periods used during the presentation and the colors represent repeating months.

Retailer	Significant hiring months
Dick's Sporting Goods	May, October, November
Marshalls	September
Burlington Coat Factory	August, September, October, November, December
TJ Maxx	March, April, May, June, July, August, September, October

When it comes to accepting applications, Dicks Sporting Goods accepts one month in advance, Marshalls accepts two months in advance, Burlington accepts two weeks ahead, and TJ Maxx hires anywhere from one week to a month in advance. There were no trends found for how far in advance applications were accepted.

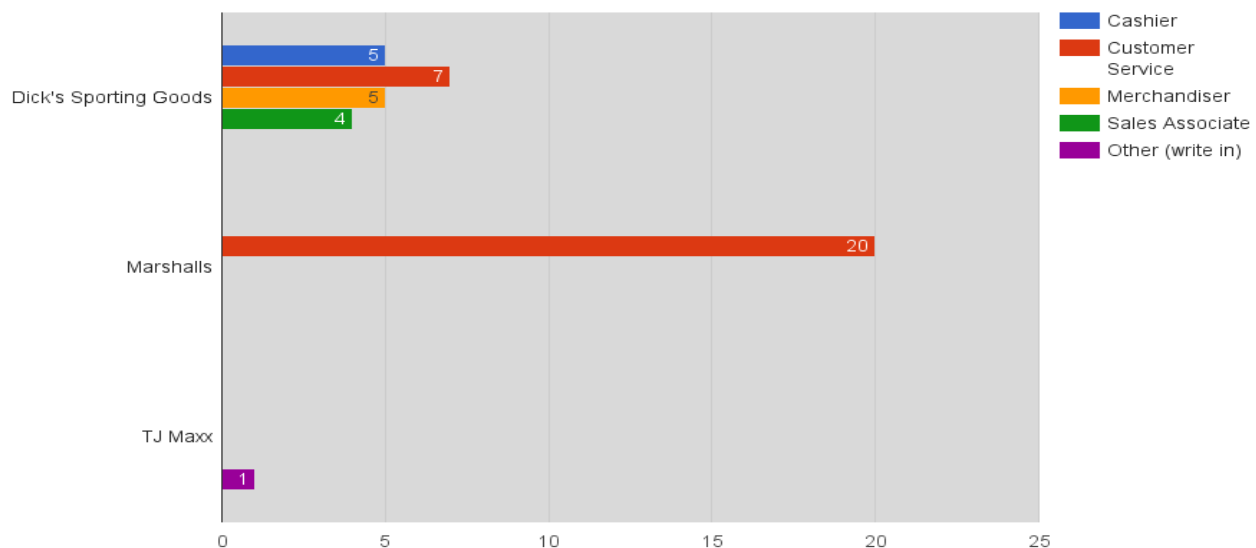
For significant hiring periods, the hiring process for Dicks Sporting Goods takes one week to the first day of work, along with Marshalls. Burlington takes two weeks and TJ Maxx takes one day.

During the significant hiring periods Dicks, Burlington, and TJ Maxx consider the hires to be part-time, while Marshalls considers them to be temporary. None of the stores answered never, occasionally, or always.

The specific positions and amount of employees that would be hired at Dicks include cashiers, customer service, sales associates, and merchandiser. For Marshalls, it would be customer service, Burlington would be cashier, sales associate, receiving and fitting room, and TJ Maxx would hire sales associates.





Dick's Sporting Goods	Marshalls	Burlington Coat Factory	TJ Maxx
<ul style="list-style-type: none"> ● Cashier (5) ● Customer Service (7) ● Sales Associate (4) ● Merchandiser (5) 	<ul style="list-style-type: none"> ● Customer Service (20) 	<ul style="list-style-type: none"> ● Cashier ● Sales Associate ● Receiving ● Fitting Room 	<ul style="list-style-type: none"> ● Sales Associate

Certain companies only specified the amount of new employees that are needed for certain positions. At Dicks, it was five openings for cashier, seven for customer service, five for merchandiser and four for sales associate. At Marshalls it was twenty for customer service. At TJ Maxx, they said one, but it depended on hiring plans.



The rate of retention from Dicks is 81% and 70% for Marshalls, Burlington did not disclose this information and TJ Maxx does not hire non-seasonal employees.

For the requirements during the hiring process, each store holds two interviews. Dicks has a pre-employment assessment and an online application. Marshalls has a drug test, both paper and online application, background check, and a skills assessment. Burlington has an online application, pre-screening phone call, background check, and skills assessment. TJ Maxx has a paper application, background check, and skills assessment.

Retailers	Requirements
	<ul style="list-style-type: none"> ● Pre Employment ● Online Application ● Two interviews
	<ul style="list-style-type: none"> ● Drug Test ● Paper Application ● Two interviews ● Background check ● Skills Assessment
	<ul style="list-style-type: none"> ● Online Application ● Pre-screening Phone Call ● Two Interviews ● Background Check ● Skills Assessment
	<ul style="list-style-type: none"> ● Paper Application ● Two Interviews ● Background Check ● Skills Assessment

Letting the employees stay on, if they are interested in working after the holiday season occurs, Dicks, Marshalls, and Burlington often allow this, however TJ Maxx rarely lets this happen.

Methodology

To develop the nine-question survey, each group created questions to ask managers and submitted them to Desire To Learn (D2L). Charlie Drehmer selected the nine most repeated questions from the six groups and created a survey using Qualtrics. While collecting the data, there was an option to collect electronically by phone or iPad or a printed, hard copy. It was important for the hard copies that the time be recorded, while the electronic survey recorded the time automatically once submitted. The questions for the survey were focused around hiring trends, such as when hiring season occurs, what positions employers are looking to hire, and retention rates for employees who are hired. Members of group six from The Maxwell collected these questions.

Our group picked The Maxwell, located at 1100 S Canal Street in the south loop, where we collected information from Dick's Sporting Goods, Marshalls, Burlington, and TJ Maxx. Our group was denied from Nordstrom Rack, Target, and DSW. It was suggested, by Jason Smola, to visit these retail stores on Wednesdays between 10:00 AM-11:30 AM and 1:00 PM-3:00 PM. Two group members met on Wednesday, April 27th at 10:15 AM, to begin collecting data from half of the stores and two other group members went at 1:15 PM to collect the rest. The success of these two groups could be determined by the time of day. The group that went in the morning was very successful while the afternoon group was unable to collect quite as much data. The morning group was collected data from Dicks Sporting Goods, Burlington, and TJ Maxx. As we approached the stores, we asked employees if there was a manager available to speak with. Within minutes a manager came from the back; we shook their hand and introduced ourselves and explained that we were students from DePaul collecting data about hiring trends in retail stores. We made sure to not mention anything about Marriott Bridges or the potential clients. Once the managers understood that this was for a school project, they were less resistant to speak with us. In Dicks Sporting Goods, we handed the manager an iPad with the Qualtrics survey pulled up. As predicted, the survey only took two minutes. After he was done, we thanked him for his time and moved on to the next store, Burlington. We decided to use a hard copy of the survey for Burlington and TJ Maxx because we were unsure of how the data would be retrieved. The results did not vary because of the survey method. We repeated the process in Burlington and TJ Maxx and each manager was very willing to take the survey. By 10:40 AM, three surveys were collected and it was just a matter of time before the other group members would retrieve data.

The afternoon group met the same day, at 1:00 PM. Unfortunately, this group was only successful in collecting data for one retailer. We first went to Marshalls and asked an employee to speak with a manager, but they told us to come back at 2:00 PM because they were in a meeting. To continue, we went to Target again and explained our project to one of the managers. He told us that the hiring manager would most likely take our survey. However, once we spoke to the hiring manager, he kindly informed us that it was

against store policy to disclose any information. Next, we went to Nordstrom Rack and the cashier informed us that the manager does not come in on Wednesday's, but they gave us a business card to call her. At around 2:00 PM, we went back to Marshalls and asked for the manager again. He came from the back right away; we introduced ourselves by explaining that we are students from DePaul surveying stores about hiring trends and ensuring that the survey will only take two minutes. He was not hesitant but towards the end of the survey he made a remark: "I thought it was only going to take two minutes." However, with only had one or two questions left, he quickly completed them.

One of our group members went back to The Maxwell to make an attempt at Nordstrom Rack again, and visit DSW for the first time to possibly collect data. Unfortunately, both of these retailers could not participate. When visiting Nordstrom Rack for the first time, the associate handed me the same business card they previously referred us to. After getting the impression we were not going to get a hold of this manager in person, we then took further action and followed the instructions they gave us to call her. When speaking with the manager on the phone she did not seem entirely opposed to taking the survey. However, she explained she and I would need to contact their HR manager to confirm if they could participate. She provided me with their HR manager's email and phone number. Shortly after I emailed the HR manager and CC'd the store manager, asking for permission to partake in the survey and explaining that we were students from DePaul working on a class project. I received a reply later that day, apologizing that they could not participate in the survey. While Nordstrom Rack was not helpful in collecting data, they seemed to at least have had an organized corporate hierarchy. DSW on the other hand, could not even provide contact information for their manager. Visiting DSW was very overwhelming. They were extremely busy, and very unforthcoming when mentioning the survey. When asking for details about where their manager was, or when they would be in, they continued to just reply with "I have no idea, you'll just need to call." Failing to even provide me with a number to call. At that point I had concluded by their impression that they would not be partaking in this survey.

Along with the research we collected, we ran into limitations with the data. For example, when we asked, "during these significant hiring times, how many employers do you need at each position" Burlington and TJ Maxx left this question blank. Burlington also failed to answer, "what is your overall rate of retention for non-seasonal employees at 90-days?-%", which restricted our ability to notice a trend for The Maxwell in these two categories. Other than these restrictions, group six was successful in gathering data from Marshalls, which was a difficult store for other groups to receive. One part of our research that we found to be strange was for TJ Maxx. For the question, "during significant hiring periods, how long is the hiring process? (from interview to first day of work)" TJ Maxx answered one day, but for the question, "what are your requirements during the hiring process" TJ Maxx answered paper application, two interviews, background check, and skills assessment. With all of these requirements, it does not make

sense that the hiring time would be only one day. We found this data to be inconsistent, but could be examined at a later date.

Conclusions and Recommendations

To conclude, The Maxwell is an easy accessible location with multiple department stores. We found that significant hiring occurs in September and October and clients should apply less than one month in advance. Hires are all considered part-time, with only Marshalls being temporary; however, Marshalls hires the most employees, which is about twenty. During our presentation, Jason Smola asked each group a question that resonated with us: “How would the hiring process be if you were someone with a disability?” According to our results, it would be difficult with someone to go through the hiring process at The Maxwell location because they were very stingy. For example, TJ Maxx said that they needed two interviews in one day. Additionally, all of the stores require two interviews. We also had to go back multiple times in order to speak to the hiring managers from multiple stores, so if someone had a disability, they most likely would not waste their time going back to the same location several times and possibly have no luck finding the manager.

Depending on what type of disability one may have, the potential employee should be willing to work for multiple positions, but more specifically cashier, customer service, merchandiser, and sales associate. All of the department stores stated that they often let seasonal employees stay on if they are interested in working after the season, however, TJ Maxx said rarely, meaning that the client has a high chance of having a long-term position if they are hired. Based on our findings, we would recommend for our client to avoid the department stores that denied us (Nordstrom Rack, Target, DSW). We would recommend them to apply at The Maxwell location, but also be cautious because this location expects an elite level of service from the employees.