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Your Emerging Career assignment focused on Samuels and Associates

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Part of the **Marketing Commons**

Commercial Real Estate and Development Firm

Located in the City of Boston

Samuels & Associates

YEC *Your
Emerging
Career*

- Katelyn Breen Class of 2024
- Doctor DeFanti
- Principles of Marketing 205
- Fall Semester 2020

Career Path:

- Real Estate
- Commercial Real Estate
- Marketing Manager
- Want to learn more about financing

TOP 3 PESTLE TOPICS

- What is a PESTLE Analysis?
 - Political, economic, social, technological, legal, and environmental trends, both positive and negative, that affect an organization from the outside.
 - Top Trends that are affecting Commercial Real Estate Industry:
 - Interest rates
 - Increase of people working from home
 - Decrease in storefront business
1. Economic: Interest rates
 1. The lower the interest rate, the more opportunities Samuel and Associates (S & A) will have with potential clients.
 2. Social: Increase of people working from home
 1. As of June 29th, 2020, 42% of people living in America work from home. Threat to Samuels and Associates as fewer companies are in the market for a new office space.
 3. Economic: The number of small businesses decreasing by 37% in Boston (Sobey).
 1. Poses as a threat to S & A as it sells many storefronts in popular Boston locations.
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TARGET MARKET OF SAMUELS AND ASSOCIATES

- ❑ Samuels and Associates positions themselves to stand out in the Boston area by incorporating aspects of the community culture into every project.
- ❑ Primary Target Market:
 - ❑ Financial investors of Real Estate and buyers.
- ❑ Secondary Target Market:
 - ❑ Other developmental groups that are looking to design in Boston.
 - ❑ Portraying the Boston home and community and openly advertising the work across the United States, companies will want to become potential partners for a project..
- ❑ Tertiary Market:
 - ❑ S & A locations outside of the Boston Area.
 - ❑ High-income areas and targeting successful businesses that can afford an upscale office space.
 - ❑ Including people who can live in a luxury apartment.



What I learned about myself...

- I have an interest to further study the Commercial Real Estate Business. (While keeping an open mind to other options).
- I work towards correct and well-thought-out detailed information.
- I learn best when it is a topic that interests me.



Next Step:

- Continue my education at Providence College School of Business.
- Continue to work on the YEC Assignment.
 - Update trends on SWOT and PESTLE.
- Begin thinking about potential internships, creating a resume, updating my LinkedIn profile.



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