VIDEO TRANSCRIPT

FlexPath Movement | Nacole's Capstone Project

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Hey guys, it's Nacole. Long time no see! This is my monthly Capella video and as always I'm a sponsored FlexPath student and oh my god I recently finished my capstone, therefore finished my MBA. And this capstone project was exciting because I did mine on Toys-R-Us. Real-life case studies are great because, one, it's real businesses. Nothing annoys me more when I'm given a fictitious business and data and you really hope you can apply this to real life when you get out in the field, but real life case studies are great because it's real. This actually happened and you're able to research the data.

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Actual FlexPath student compensated for appearing in Capella promotional materials.

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Two, researching data is great. I got look at Toys-R-Us's financials throughout the years; SEC reports; this was all real life and I got to see what the contributing factors could have been towards their bankruptcy. Was it the leveraged buyout? Was it the high interest rates? What caused what, when, where, and why? Why were there net sales costly low during the holidays? Was it Amazon? Was it Target? Tons of reasons and that's why I really really really really really really really love this project.

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Last but not least, I was able to offer recommendations. I wasn't just analyzing data I was able to offer recommendations. Different marketing tactics, you know, different sales tactics. Should they have gone with different manufacturers? Was the leveraged buyout really a smart move? This assignment was great. I had a really great time, um, it was 15 pages so it was extensive don't get me wrong, but I definitely definitely learned a lot.

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I'm sad to be done with my MBA but I'm also very excited. But yeah this experience has been great I'd recommend it to anyone. If you guys have any questions or comments for me has always put those below but, I'm Nicole, I'm a sponsored FlexPath student I'm done with my capstone. It was amazing because real-life analysis and recommendations all on my kind of three awesome tips towards assignment and that's really it, guys. I can't believe I'm done. That really flew by. I learned so much. As always, thanks for watching and have a good day! Bye!