



“A lot of our clients and projects come from our strong reputation. For the students who are involved, it is a great opportunity to work with professionals.”

—Evan Luchaco

Student | College of Business

### Get to know C2C

Know your customers better, and you can give them what they want. That’s a solid strategy for business success. And it’s knowledge the C2C project delivers.

Call us at 541-713-8041 to learn more about C2C and what we can do for you.



#### C2C | College of Business

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COLLEGE OF BUSINESS

# Close to the Customer Project

**Oregon State**  
UNIVERSITY



# Know your customer

Knowing who your customers are, what they want — and consistently delivering — forms the basis for any successful business. The Close to the Customer Project — C2C — can give you that knowledge. A full-service market research organization within the Oregon State University College of Business, C2C can help you match innovative products and services to customer requirements, reduce risk in decision-making and turn opportunities into success stories.

C2C has delivered results for companies in diverse industries, promoting economic development and prosperity across Oregon and beyond. And we can do the same for yours.



## Complete market research services

C2C research teams offer a unique combination of capabilities. In addition to marketing faculty expertise and experienced research professionals, student researchers bring fresh perspectives and enthusiasm for learning about your company and your customers.

Our services are comprehensive and flexible to match your requirements — everything from quick approximations using secondary data to detailed, multi-year projects employing multiple research methods. We can help you:

- Identify the information you need.
- Determine project scope and process.
- Develop quantitative models.
- Conduct surveys, interviews and focus groups.
- Analyze results, summarize data and make recommendations.

## Experiential learning for students

For Oregon State students, C2C offers an exceptional hands-on learning experience, providing professional market research training, exposure to real-world business issues and the opportunity to make a positive impact on the economy while earning their degree.

Student researchers contribute significantly to projects from start to finish, guided by faculty and professional mentors. Along with practical problem-solving skills and greater confidence, students also develop a network of business contacts that can prove especially valuable as they start their careers.

Student opportunities include both short- and long-term projects and are open to both undergraduate and graduate students regardless of major, including those outside the College of Business. Students can serve as project managers, researchers or interns. Special C2C awards and assignments are also available.



“We were looking for another niche where we can make large leaps in market share. Our new product line — already a huge hit with our retailers — is a direct result of C2C research. C2C delivered useable, actionable information that produced tangible results for us.”

James Merryman  
Senior Vice President, Oregon Freeze Dry

## Results for a diverse cross section of clients

In addition to conducting market research for multiple departments at Oregon State University, the C2C Project has a proven track record with clients ranging from large corporations to start-ups and nonprofits, including:

- Benton County Historical Society
- Community Services Consortium
- Corvallis Clinic
- Gerber, Inc.
- Harley-Davidson Motor Company
- Hewlett-Packard
- Kauffman Foundation

- Laird Norton Tye
- Microsoft
- NuCo
- Oregon Coast Community College
- Oregon Freeze Dry
- Oregon Symphony Association of Salem

- Oregon Wave Energy Trust (OWET)
- OSU Federal Credit Union
- Reser's Fine Foods
- Sun Gro Horticulture Canada Ltd.
- Tillamook County Creamery Association