

## **UNIVERSITY OF WINNIPEG**

### **Rhetoric 1105-(3) 021**

**The following assignments account for 25% of final grade.**

Final group folders due March 16, 2015 (all five (5) assignments are to be submitted by each group in an 8x12 folder)

#### Situation 7: Online Custom Brassier Company

Bras Bras and more Bras company is an online bra sales company. The web site has many good links and from the start-up two years ago has sold many custom made bras. The bras are manufactured in China and shipped directly to the customers. Many women complain the bras could fit better after receiving them but the 5 owners of Bras Bras and more Bras want a better instruction manual for sizing bras. All 5 owners work in the company.

#### Job Description for Bras Bras and more Bras: Bra Researcher

The incumbent must take direction well, have relevant computer skills, and be easy going and have experience in the bras business.

#### Job Task list includes:

- Research of businesses and bra manufacturers and determine bra trends.
- Determine with the help of a focus group ways to better find systems to measure women for bras.