

Management Perspective

Facilitate Exchange of Values

General Public Mission - what are popular

Pt interests of target market

Develop Market Mix - product, price, place, promotion

Attract audience so they will become patrons

Community d.D. - citizens felt feeling important

SB Savings & Loan 100 statewide MB in top 10%

Clarification

Press Package - pamphlet - on A.B. - N.W.R. - A.B.F.

15th - 10th

12th - 14th

GUEST BATH

WINDOWN FRAMES ENTRY

HALL TO IN BED ROOM

PANTRY

WASH ROOM & BATH

STUDIOS & GAR

3 DAY

KITCHEN BATH |

Two balconies - one in DR - N.W.C. - 600

20 square ft balcony
100 sq ft window. Main top 10 ft

Community d.p. - window for feeling important

Street entrance so they will receive visitors

Double Market Work - furniture, mirror, glass, function

For interests of city market

General Public Mission - what are you doing

Facilitate Exchange of Values

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