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### Summary of Responsibilities

My summer consisted of two internships that ran simultaneously, the first working at a professional horse facility and the second working for Bit of Britain, a local business which focuses primarily on Eventing, a discipline in the equestrian community. Throughout the summer I worked for both companies to understand how their influences on the market are complementary of each other, which serves to give both businesses a standing in the equine market.

During the morning, I interned for Boyd Martin, an upcoming Olympic rider who has created a business of selling and training horses. Located in West Grove, Pennsylvania, Boyd Martin has trained many horses to the top levels of Eventing. With a high standard of performance, Boyd Martin has become a prime individual to endorse products for equine companies. Boyd Martin has such companies like Devoucoux (saddle company), Ecogold (Saddle Pads and Boots), and many more sponsors. Interning with Boyd Martin gave me a greater understanding of the equine market and the influence a professional can have on a company's product development. My responsibilities while working with Boyd Martin were to take care of the animals while simultaneously working with Nutrena (Feed Company) and Ecogold (Boot Company) to design a product which will help increase the performance of these competitive animals. Boyd Martin taught me how his enterprise has performed so well and how his ability to represent himself as a world class rider has helped increase his business and effectively brought sponsorships from all over the world.

In the afternoon I traveled to Bit of Britain, an international business which distributes horse equipment. Run by John Nunn, Bit of Britain has become the main supplier for the Eventing community. I worked closely with Mr. Nunn to understand how his understanding of

the market and his ability to run a business has given his company a strong presence in the horse community. My responsibilities at Bit of Britain were to learn how a business runs from the bottom up. While working, I performed inventory and verified and adjusted the inventory. I worked with receiving to place and organize new products on the shelves for picking. I learned how a company that focuses primarily on internet sales distributes their products. I then worked with the finance department to understand what their daily expenses are and what a company like theirs must pay to run an efficient business. I worked with customer services to gain an appreciation for the art of dealing with clients. A company which is mainly focused on long distance orders must have a great customer service center or else their company will be driven into the ground. By the end, I learned how to create an account with another company to distribute their product through Bit of Britain. Though I learned about how the operations of a company like Bit of Britain functions, I also learned how sponsorships help increase the sales. The internship with Bit of Britain did not only show the daily operations of a company, but it showed how the professional riders can help promote the company to other riders, increasing the revenue for a company like Bit of Britain.