

“HOW CAN NONFICTION PHOTO IMPROVE B2B RELATIONSHIPS WITH SCHOOLS OUTSIDE OF THE FESTIVAL?”

WE, A GROUP OF STUDENTS FROM THE UNIVERSITY OF GRONINGEN, HAVE FORMED A NONFICTION PHOTO (NFP) RESEARCH AND DEVELOPMENT TEAM. OUR TASK WAS TO FIGURE OUT A WAY TO BRING BUSINESS AND PROFIT DURING THEIR CALM PERIOD BETWEEN JANUARY TILL JUNE. THE REST OF THE YEAR, NFP FOCUSES ON THEIR PHOTO FESTIVAL, THEIR MOST PROMINENT AND PROFITABLE EVENT, WITH A LARGE PORTION OF THEIR AUDIENCE CONSISTING OF SCHOOLS.

NFP HAS ALREADY INTEGRATED INTO THE EDUCATION MARKET AND OFFERED SERVICES TO SCHOOLS DURING AND OUTSIDE THE FESTIVAL, THOUGH IT IS STILL A FAIRLY NEW PROJECT. THIS IS WHY WE DECIDED TO CONDUCT RESEARCH ON THEIR POSSIBILITIES TO BUILD A DURABLE BUSINESS TO BUSINESS (B2B) RELATIONSHIP WITH SCHOOLS.



RESEARCH

FIRSTLY, WE ANALYSED NFP AS A COMPANY AND CONDUCTED A COMPLETE DESK ANALYSIS OF THEIR OPERATIONS. WE FOUND AN OPENING WE COULD RESEARCH ON – THE LESSONS ON LOCATION THAT NFP OFFERS TO SECONDARY SCHOOLS – AND CREATED OUR RESEARCH QUESTION OF ‘HOW CAN NFP IMPROVE B2B RELATIONSHIPS WITH SCHOOLS OUTSIDE OF THE FESTIVAL?’

BASED ON THAT, WE CONDUCTED MARKET RESEARCH AND A COMPETITOR ANALYSIS, SPECIFICALLY OF THE PHOTOGRAPHY MARKET AND A FEW OTHER CULTURAL AND CREATIVE DISCIPLINES. WE ALSO RESEARCHED THE NEW DUTCH CITIZENSHIP EDUCATION POLICY TO UNDERSTAND THE WAYS IN WHICH NFP’S PRODUCTS WORK IN ACCORDANCE WITH THIS

NEXT, WE CREATED A METHODOLOGY OF SEMI-STRUCTURED INTERVIEWS WITH NFP EMPLOYEES AND SCHOOL TEACHERS TO GAIN MORE QUALITATIVE DATA ON THE PRODUCT, AND THE RELATIONSHIPS BETWEEN TWO PARTIES. THE RESULTS OF THE INTERVIEWS HIGHLIGHTED THE WAYS IN WHICH A CLOSE B2B RELATIONSHIP BETWEEN THE SECONDARY SCHOOLS AND NFP WOULD ALLOW FOR MUTUAL BENEFITS AND OPTIMUM GROWTH.

OUR RESEARCH CONTAINS AN OVERVIEW OF ALL OUR FINDINGS ON THE CURRENT FUNCTIONS OF THE COMPANY, OUR QUALITATIVE RESEARCH INTO NFP’S DRIVE, THEIR COMPETITORS AND THEIR CURRENT B2B RELATIONSHIPS WITH SCHOOLS VIA INTERVIEWS, AS WELL AS THE FINAL ADVICE ON HOW TO IMPROVE ON THEIR EXISTING PROJECTS.

THIS EXPERIENCE GAVE US VALUABLE INSIGHT INTO THE PROFESSIONAL WORLD AND ALLOWED US TO WORK TOGETHER AS A TEAM WITHIN A REAL ORGANISATION.



NFP's Research and Development Team