



Updated August 18, 2017.

Company: Dudley's Q

Product: Hair care products, cosmetics, skin care

Country: U.S.A.

Webinars: To provide students with an opportunity to learn more about the company and receive feedback on their suggestions, we organize live webinars with company representatives.

- Webinar 1: Aug 25 9 am New York time
- Webinar 2: TBA, 10 am New York time

Questions: If you have further questions, please direct them to admin@X-Culture.org. Your questions will be directed to the company representatives.



COMPANY DESCRIPTION

The Dudley brand began in 1967 when Joe and Eunice Dudley, co-founders, made a commitment to offer high quality products. Today, Ursula Dudley Oglesby, CEO, continues this legacy.

Our mission is to enrich every life we touch by providing exceptional products and opportunities that enable men and women to celebrate themselves, celebrate their lives, and give wings to their dreams.

For over 49 years, Dudley products has provided fine hair care products and cosmetics. Dudley offers over 300 products to meet your skin care, hair care, & beauty needs. The Q in the logo stands for quality and Dudley provides a full money back guarantee for any product purchased by an authorized seller. Authorized sellers include beauty salons & barbershops across the U.S and the world and our official website. Beware of counterfeit and expired products that are sold by others. For more information, on each category of products. Please click below.

Products (dudleyq.com/products/):

Dudley's has a professional group of shampoos, conditioners, styling agents, color straighteners and educational materials that assist the professional to be sought after for their expertise and specialized products and services. We also provide an exclusive line of products for the professional to resell to their clientele.

- Hair Care: Shampoos, conditioners, hair dressing, finishing products, styling products, hair treatments.
- Cosmetics for eyes, lips, nails: Foundations, powders, blushers, lacquers, accessories.
- Skin care: Cleaners, fresheners, moisturizers, skin care for men.



Our focus is the beauty industry and specifically targeting practicing cosmetologist, barbers and beauty schools.

The industry is diverse and perpetual because the services and products offered help individuals look and the feel the way they believe they should. Trends in the past were set by celebrities. Today, 82% of women believe they gain more from social media.

Professionals in the industry attend school and are required to complete an exam for certification. In developing countries, most beauty professionals simply start practicing and learning in a salon or barber shop environment.

The Dudley Story

The American Dream

The history of the Dudley brand reads very much like the “The American Dream.” Stepping back into 1957, we can see the beginning of a saga that ultimately led to the formation of a multi-million dollar haircare and cosmetics company. Co-founded and co-led by Dr. Joe L. Dudley, Sr. and Dr. Eunice Mosley Dudley, the brand has flourished. Their dedication, hard work and persistence have taken the Dudley brand from its very humble beginnings to a respected, world-renowned name in the beauty industry.

Model for Development

The history and development of Dudley Products, Inc. is as perfect an example as possible that dedication, hard work and persistence can and do lead to stellar achievement. The seed for Dudley Products, Inc. was planted in 1957 when Joe L. Dudley, Sr. invested \$10 in a sales kit and began selling Fuller Products door-to-door in Brooklyn, NY. In 1960 he met Eunice Mosley who was also selling Fuller Products to earn college tuition. They fell in love, married in 1961, and began their careers full-time with Fuller Products Company in 1962. They worked with Mr. S. B. Fuller, one of the giants in African-American entrepreneurship. Mr. Fuller’s leadership and influence had a significant effect on them and greatly affected their growth and development.

Making Their Own Products

In 1967, the Dudleys decided to open a Fuller Products Distributorship in Greensboro, NC. When they were unable to secure enough products from Fuller to meet their customers’ needs, they decided to make their own products until Fuller was again able to meet their customers’ needs. They initially made products in their family kitchen. Ms. Dudley and, at that time, their two oldest children Joe Jr and Ursula would package the products at night and Mr. Dudley and his sales force would sell the products during the day. Later, they purchased the rights

to Rosebud Products and the top selling Rosebud Hair Pomade. They renamed Rosebud Hair Pomade to Dudley's Scalp Special and started selling the product in whatever used containers they could find. They would wash and sanitize the containers and fill them with Dudley's Scalp Special.

Success At An Early Stage

By 1975, their sales force, then selling Dudley Products, had grown to more than 400. The Dudleys had opened a beauty school and operated a chain of beauty supply stores through-out the southeast. Dudley Products, Inc. was a certified entrepreneurial success. In 1976, the Dudleys moved to Chicago at the request of Mr. Fuller to assume major roles in running Fuller Products Company. Mr. Dudley was appointed president and Ms. Dudley assumed a significant role in the administrative and manufacturing areas. At the suggestion of Mr. Fuller, they continued to operate Dudley Products but their major focus was to help rebuild Fuller Products. It was during this time that the Dudleys entered the partnership with professional cosmetologists and started selling the Dudley professional line directly to cosmetologists and barbers.

National Success

In 1984, the Dudleys moved Dudley Products back to Greensboro to rebuild their own business. Two years later, in 1986, they opened a new 37,500 square foot corporate headquarters and manufacturing facility. In 1988, they purchased a 54.5-acre property and launched Dudley Cosmetology University (DCU) in Kernersville, NC. DCU offers a general cosmetology program and advanced training courses for licensed cosmetologists. The DCU presence led to opening DCU Cafeteria, Dudley Travel, Yeates Center, and building the DCU Inn. In 1992, the Dudley Products Cosmetics line was launched. This exclusive line features blushes, eye shadows, crème foundations, liquid makeups, lipsticks, translucent powders, pressed powders, concealers, and moisture stick, all designed with women of color in mind. In late September 1994, Dudley Products, Inc. moved into an 80,000 square foot state of the art facility located on the Dudley grounds in Kernersville. The facility houses manufacturing and corporate office needs.

Continuous Expansion and Development

Also in 1994, Dudley made a significant expansion into the global haircare market by jointly developing training programs for Zimbabwe, South Africa, Japan, Korea, Brazil and a number of Caribbean countries such as Martinique, Guadeloupe and the Bahamas. In 1995, Dudley launched its Collegiate Sales Manager Trainee Program. This program brings promising college students in to the company to learn business, leadership and entrepreneurial skills. Over 60 students participated in this program. The Dudley Beauty School System consist of 3 schools: one schools are located in North Carolina, Chicago, Illinois and Washington, DC.

In Partnership with the Professional Cosmetologist

For more than 40 years, the company has continued to flourish under the guidance of the Dudleys. With over 200 distributors, Dudley manufactures and distributes more than 400 professional and retail haircare products and personal care cosmetics directly to cosmetologists and barbers in the United States and eleven foreign countries. The products, unlike many other haircare products, are not sold to stores but are sold through salons in an effort to help cosmetologists build their businesses. The cosmetics and haircare products are sold through Beauty Advisors at home parties.

Dudley Beauty Corp, LLC – TODAY

Today, the Dudley Brand is led by Drs. Joe & Eunice Dudley's oldest daughter, Ursula Dudley Oglesby. She is the president of Dudley Beauty Corp, LLC - the company responsible for distributing Dudley's over 400 professional and retail ethnic haircare products and personal care cosmetics directly to cosmetologists, barbers, and beauty schools in the United States, as well as nine (9) foreign countries. The Dudley Sales Network is the tool that will allow Dudley's to expand faster in more places around this country, allowing easier access for customers to our full line of products. Face to face contact and frequent seminars, will help cosmetologist and barbers to increase their awareness of Dudley's and improve their grip for maintaining their industry.

Dudley's Marketing Plan

Dudley's produces products daily and distributes products directly to independent Dudley Distributors, professional cosmetologist and barbers. Dudley puts a strong emphasis on the quality of the products and distributors.

To support our direct selling business model, our marketing plan:

- Eliminates the middle person
- Increases customer service
- Generates repeat business for the cosmetologist
- Produces high quality products at reasonable prices
- Keeps cosmetologists in business
- Provides virtual service to distributors, cosmetologists and barbers
- Comprehensive educational opportunities for the professional

Education

Dudley believes that if you provide relevant quality education, then the beauty professional will become a loyal customer. At Dudley's, we believe that it is important to share technical knowledge with the beauty professional and to provide proven methods to increase their business. Some ways we provide technical expertise is through our seminars, in-salon clinics/workshops, at our annual event - EMS | Educational & Motivational Symposium and others.

Reinvesting in our community

Dudley is committed to reinvesting in our community. We believe that we have an obligation to give back to the community. The customer supports our business and we want to do the same. We understand the principle that you must give in order to receive. In fact, In November 2009, Dudley participated in the Sister Soldier project that provided haircare products female soldiers serving in Iraq & Afghanistan.

THE CHALLENGE

Dudley is already operating internationally and sells its products throughout North America and the Caribbean. However, the company can easily scale up the production and, accordingly, it is seeking your help with identifying new promising markets and developing new market entry strategy.

The company is primarily interested in B2B proposals. Although it sells its products online, it is only interested in help with the B2B product expansion strategy.

Specifically, the company seeks help with the following:

Block I. Industry and Market Analysis

1. Competitive Position Analysis:

Start with an industry analysis. Who makes cosmetics: large multinational corporations or smaller local producers? How do the technologies, customer tastes, and standards differ across the world? How do distributors choose their suppliers?

Who are the main competitors of *Dudley*?

How do *Dudley* products and pricing different from those of the competitors, and what are the company's strengths and weaknesses compared to the competition? What opportunities and threats arise from these differences, strengths and weaknesses?

When assessing the company's competitive position, you may find this [short guide](#) and this 5-min [video](#) on SWOT analysis helpful.

Optional:

Survey of the potential clients. Interview one or more potential clients, such as distributors or retailers:

- Who are their current suppliers of hair treatment, cosmetics, and hair treatment?
- Who makes the procurement decisions?
- Are they open to working with a new supplier?
- What would it take to convince them consider switching to *Dudley* products?
- If they would not consider using *Dudley* products, why?

2. **Identify New Promising Markets:**

What are the market characteristics that are necessary for the *Dudley* to sell well and be profitable?

What specific markets meet these criteria? Where the demand is the highest, supply the lowest and the product is likely to be successful?

3. **Market Analysis:**

Once the most promising market(s) is identified, research and review the consumer tastes, cultural, economic, political, and institutional factors that must be taken into account when operating in the market.

A more in-depth review of the competition in this particular market may be useful, too.

Block II. Promotion and Marketing

4. **Entry mode:** Should *Dudley* enter the market as a direct exporter, or should it create a joint venture or an alliance with a local partner, franchise, create a wholly owned subsidiary, or other entry mode?

5. **Promotion Channels:**

Who makes the purchasing decisions (selects suppliers) in the proposed market?

Are there cheap or free promotion channels that allow to reach the decision makers, such as mailing lists, social media groups, professional associations, expos and trade fairs, industry periodicals, or similar channels that are not as expensive as TV, but allow to get directly to the decision makers?

6. **Marketing Strategy:**

What is the best way to convince the decision makers at the potential client companies to buy *Dudley* products?

How the marketing campaign should be designed to be inexpensive yet effective (message, vehicle, slogan, packaging, budget and expense allocations)? What should be the budget and how the marketing expenses should be divided within the budget?

Many Internet resources can provide guidance on marketing budgets in different countries. One useful resource is provided by entrepreneur.com.

7. **Pricing Strategy:**

Develop the pricing strategy that will result in the highest profits in the proposed market, including the optimal price point, as well as the way the price should be charged (fixed price, subscription, bulk pricing, retention bonus, repeat customer discounts, financing, etc.).

[This blog](#) and [this article](#) offer a good overview of some of the available pricing strategy options.

Block III. Operations Management

8. **Logistics:** What is the best way to ship the product to the proposed new market that gives an optimal balance of price, speed, and reliability?
9. **Finances:** What is the best way to collect payments and move money across border when doing business in the proposed market, particularly with respect to transaction fees, currency exchange, and taxes?
10. **Certification:** Does the product need to be certified to be sold in the proposed market? If so, how such certification could be obtained?
11. **HR:** Would it be necessary to hire sales representatives, agents, managers, or other personnel? If so, what is the best way to recruit them, what compensation level and system will ensure the optimal balance of motivation, retention, and cost? Other personnel management tips?

Real-life test of the proposed expansion strategy: Get a contract for your client

To make the project more realistic, gain further business experience, and to put to a real-life test the claimed demand for the product in the new proposed market, teams are encouraged to try get a real B2B contract for the *Dudley* products. You can try to do it individually or as a team.

If you succeed at securing a B2B contract, you will receive a prize commensurable with the amount of 10% of the contract value, offered as a gift or post-market commission (after the deal is closed and the customer pays for the product).

If you would like to try it, please do the following:

1. Find potential customer (*distributors, retailers*).
2. Share information about *Dudley* with the potential client.
3. If the client shows interest, connect them with *Dudley*. Be prepared to assist in the negotiations between *Dudley* and the prospective buyer with respect to the terms of the contract, price, and support options.

This part is optional and your decision to try it or your success or failure if you try will have no effect on your evaluation in this project. However, we encourage you to try to secure a contract and facilitate its execution as this will not only offer you a unique, very real and very practical international business experience, but will also lead to tangible rewards and a much stronger resume in the case of your success.

Please also see Appendix 1 and Appendix 2 on *Dudley's* Q Professional Product Guide and a List of requirements for new international distributors.

Report Structure and Formatting Guidelines

Structure:

- Include an Executive Summary (300-400 words, bullet-list format preferred) that provides a short review of your key findings and recommendations. Please remember, the busy company owners and executives will not have the time to read hundreds of the reports, so they must be able to get a quick summary of the content of your report from the Executive Summary. Most managers will make a decision on whether to continue reading the report if the Executive Summary catches their attention. Therefore, make sure this important part makes it easy to see your key recommendations.
- At the beginning of each report section include a bullet list of the key recommendations and figures presented in the section (2-4 bullets, each 4-10 words long). Again, when presented with hundreds of the reports, busy executives must be able to get key figures and recommendations from these summaries.
- The Title Page must contain team number, client company name, names, emails, and countries of residence of all the team members and a short summary (5-15 words) of the role and work completed by each team member. If any of the team members dropped out or did not contribute to the report, please still list them, but add a note “Did not participate” by their names.

Evaluation of the Executive Summary

7 - Short but gives a very good idea about the key ideas presented in the business proposal or corresponding section

4 - Gives some idea about the key suggestions, but some points remain uncertain; a bit too long; not to the point.

1 - Not possible to figure out the key ideas of the business proposal from the summary, too short or too long

Formatting:

- The report must be 20-35 pages (5,000-8,000 words) including the title page, executive summary, and references. Each section should be 1-3 pages long. Generally shorter is better, so be as concise and focused as possible.
- Number all pages in your team report.
- Margins should be 2.5 cm (one inch) at the top, bottom, and sides of the page.
- Font type should be 12-point Times New Roman throughout the report.
- Double-space all body text.
- Indent the first line of a new paragraph.
- The text should be left-aligned.
- All citations used must be cited in the text and in a reference list at the end of each report. In-text citations should include only the name of the author(s) and the date of the publication. Full references should be provided at the end of the report. Please use [APA reference style](#).
- A picture is worth a thousand of words, so use of figures, graphs, pictures, as well as tables is encouraged. It is recommended these are included in the main body of the report.

TASKS AND DEADLINES

Each week, you will be asked to fill out a short survey to report your team's progress, evaluate the performance of your team members and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

Important: Participants who receive peer evaluations **below 2.0** (out of 5.0) will first receive a warning. If their peer evaluations stay **below 2.0** two weeks in a row, they will be automatically excluded from the team.

Important: Occasionally emails with invitations to take a survey are filtered into the Junk/Spam email folder. Please check your Junk/Spam email folder (search for messages with "X-Culture" in subject line) if you don't receive a survey invitation message around the date specified in the table above.

All deadlines are set for 11:59 pm (23:59), New York time.

1. Pre-project Readiness Test

Due: Any time before the official project start

Before the project starts, all participants must review project materials and take a Readiness Test. The test will include questions about the project and online collaboration tools, as well as questions about your prior international experience and background. You must successfully pass the Readiness Test (80% or more correct answers) to participate in X-Culture. If your semester starts after the official start of the project or you do not complete the Readiness Test on time for another reason, do so as soon as you can – we will continue adding new participants for about ten days after the project start.

Official Project Start, Teams Formed

Monday, August 21

As long as you successfully completed the Readiness Test, you will receive the names and contact information of your team members on this day. Please reach out to your teammates immediately to establish contact. Introduce yourself, and start working on the project. Students whose semester starts later will be added to the existing teams once their semester starts, so it is likely an additional student may be added to your team in the first two weeks.

2. Establish Contact with Your Teammates

Due: Thursday, August 24

By this date, you are expected to have exchanged at least a few messages with your teammates. If some teammates are not responding, you are expected to send at least three email reminders to them by this date. Team members who fail to establish contact with their teams will be excluded from the project. Your communication starts via email, but once the initial contact is established, your team can use any means of communication.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report whether or not you have communicated with all of your team members. Team members who fail to establish contact with their teams may be removed from the project.

Note:

This and all other weekly surveys will also ask to evaluate your team members' performance and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

3. Meet and Greet Your Teammates

Due: Sunday, August 27

Once contact is established, please learn as much as possible about your teammates (background, interests, hobbies, experiences, etc.). Research shows that spending a little time on getting to know team members greatly improves team dynamics. It is also strongly recommended that you try a live video call (e.g., Skype). Finding a time that works for all team members may be a challenge, but studies show it is well worth it.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will test how well you got to know your team members. It will contain a few questions about your team members, such as their background, interests, etc. The acquaintanceship test will not be graded, so do not feel obliged to reveal any personal information to your team members or insist that your team members reveal their personal information to you. However, try to get to know your teammates as much as you can.

4. Select the Client Company

Due: Sunday, September 3

By this date, your team is expected to review all available challenges and select your client organization.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report the name of your client organization, as well as ask a few questions about your progress so far.

5. Industry Survey

Due: September 10

Conduct a research and try to learn as much as possible about the industry your client operates in: Who are the main players? What the most popular products and technologies? What new technologies and approaches are likely to dominate the industry in the future? Is the industry regulated by the government and how? What are the differences in different regions of the world? How does your client compare to the competitors? What are your client's strengths and weaknesses?

If your challenge instructions require that you interview potential customers or decision makers, spend this week trying to conduct those interviews. If each team member interviews 2-5 people, you will have a good international sample and very useful first-hand information that will help you better understand your potential clients' thinking and behavior.

Take this part of the project very seriously. The better you understand the industry, the better you are equipped to develop a winning business strategy for your client.

You can and should continue conducting your research and interviewing more people as the project progresses. However, try to do as much research as possible in the first week or two of the project to have a solid foundation for your subsequent work.

Deliverables: The weekly survey will ask you to report the results of your research so far and ask the usual questions about your team member performance and team climate.

6. Initial Brainstorming

Due: Sunday, September 17

By this date, you are expected to conduct the initial research and brainstorming of all questions pertaining to the challenge. Spend some time doing a little research on how the industry works, who the main players are, how your client compares to the competitors, review all challenge questions and record your initial ideas.

Deliverables: The weekly survey will ask you to provide a bullet-list of the viable ideas your team has considered with respect to each report section (e.g., all strengths and weaknesses if your client, all new markets you have considered, and so on for each report section). You will be asked to present all your ideas as bullet-lists, just the main ideas or numbers, no explanations at this point.

Every team member must submit the same text and figures in this weekly progress survey so make certain you record all viable options your team is considering and share the consolidated file with all team members.

7. Initial Decisions and Choices

Due: Sunday, September 24

By this date, your team is expected to make your initial decision and choices with respect to each question. That is, from all the possible ideas your team considered so far, select one for each question that appears most viable. You can and should change these ideas later, as you better understand the situation

Deliverables: The weekly survey will ask you to provide your initial suggestions with respect to each report section. For each of these you will be asked to provide only one or a few words, no explanations or details (e.g., Country: Canada; Entry mode: exporting; Price: \$100; etc.).

Your team is encouraged to continue debating your recommendations throughout the project and you can change your recommendations if your analyses suggest a better recommendation.

Every team member must submit the same text and figures in this weekly progress survey so make certain you all discuss and agree on your recommendations before submitting your work.

8. Extended Outline and Explanations

Due: Sunday, October 1

By this date, your team is expected to have a more finished list of your key recommendations with respect to each report section and brief explanations for each of them. You do not have to have a complete report sections yet, only the list of main points you are planning to include in the report (recommendations, reasons, figures, etc.).

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to provide an extended outline of your business proposal. Please include your key recommendations and very short explanations for each of them (e.g., Country: Canada and a short explanation why it is the most promising market; Entry mode: exporting and a short explanation why it is the optimal choice, and so on). Your explanations should be only 1-2 sentences at this time. A bullet-list format is preferred at this time. Focus on listing all key points and recommendations rather than providing detailed explanations.

Your team is encouraged to continue debating your recommendations throughout the project and you can change your recommendations and explanations if your analyses suggest a better recommendation.

Every team member must submit the same text in this weekly progress survey so make certain you all discuss and agree on your extended outline before submitting your work.

9. Rough Draft

Due: Sunday, October 8

By this date, your team is expected to have a very rough draft of your business proposal. It can still be in a form of an extended outline or bullet list, but it now must contain all key points, recommendations, figures, and explanations.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to provide the initial rough draft of each of the section of the business proposal. It does not have to be a finished report and it can be only a few pages long. The explanations can still be very short, sentences unfinished, references and figures missing, but it now has to start looking more like a report rather than just a bullet list of your key ideas.

Your team is encouraged to continue debating your recommendations throughout the project and you can still change your recommendations and explanations if your analyses suggest a better recommendation.

Every team member must submit the same text in this weekly progress survey so make certain you all discuss and agree on your extended outline before submitting your work.

10. Complete Draft

Due: Sunday, October 15

By this date, your team is expected to have a complete draft of your report. It does not have to be a finished report, but it should be as complete as possible, including Title Page and an Executive and Chapter Summaries, and correct formatting throughout the document.

Deliverables: One team member should submit the draft via TurnItIn.com on behalf of the entire team (see step-by-step submission guidelines below). After your document is submitted, TurnItIn will generate a plagiarism report that will show you if any parts of the report have been plagiarized (takes several hours to produce). Usually, up to 20% similarity is acceptable, provided that copy-and-pasted materials are properly referenced. If plagiarism is detected, your team will have until the Final Report deadline (see below) to fix the problem and submit a plagiarism-free final report.

This draft will not be graded and the plagiarism statistics will not be shared with your instructors. This is only for your information. You should continue editing the report until the final deadline and you can still make any changes or additions.

However, it is strongly encouraged that you submit as complete a document as possible, You will be able to submit your draft and check it for plagiarism **only once**, so the more complete the draft, the less the chance that the final report will contain plagiarism.

Also, **every team member** will be asked to submit your usual weekly progress survey. A few days before the deadline, you will receive an email with the usual questions about your team.

11. Final Report

Due: Friday, October 20

By this date, your final report must be submitted via TurnItIn.com (see Submission Guidelines below). Please note, the plagiarism statistics for final reports will be generated by TurnItIn and shared with the instructors, but the plagiarism report will **not** be shared with the students.

Only one team member must submit the final document via TurnItIn.com on behalf of the team.

11. Post-Project Survey

Due once report submitted, but no later than: Sunday, October 22

A few days before the deadline, you will receive an email invitation with a link to your post-project survey. This is the **most important** survey.

The survey will ask about your experiences in X-Culture and evaluate the performance of your teammates. Your answers are extremely important and will help us improve the project in the future.

Every team member must complete the survey.

Submission Guidelines

The report draft and the final report documents must be submitted via www.TurnItIn.com. Only one team member must submit the documents on behalf of the entire team. The team member who will be submitting the draft and final report must follow these steps:

Part 1. Create a TurnItIn account (time required: 60-90 seconds).

1. On www.turnitin.com and click on the link "Create Account".
2. On the next window, under the "Create a New Account" heading, click on the "Student" link.
3. Enter the Class ID. Note the Draft and Final report submissions have different Class IDs:
Class ID: **15943958** (password **xculture**)

Note: if you already have a TurnItIn account, simply log on using your "old" login information, click on the "Enroll in Class" tab on the top, and repeat step 3.

Part 2: Submitting the paper (time required: 60-120 seconds)

4. Once the account is created, you can log into your account. Your home page will list your classes.
5. Select the correct class and click on the "Submit" button.
Make certain to select "Draft" assignment for the report draft and "Final Report" for the final report.
6. Choose Single File Upload.
Make certain the file name only contains your team number.
Wrong: "Final report 123.pdf", "Team Report.pdf", "Team 123.pdf", "John Smith.pdf"
Right: "123.pdf"
7. Click on "browse" to locate the paper saved to your computer.
8. Click on the file and click "open".
9. Click the "upload" button at the bottom.
10. Click "submit" to confirm your submission. Once the submission is finalized, you will see "Your submission was successful" on the top of the page. If you wait a few hours, you will see your "originality report" that shows how much and what parts of your report have been plagiarized.

Consent to Act as a Human Participant

Project Title: International Student Collaboration Project: Dynamics and Performance in International Virtual Teams
Project Director and Principal Investigator: Dr. Vasyl Taras.

One of the requirements of your International Business course is to complete an international collaboration exercise. You will be teamed up with several other students who are enrolled in similar International Business courses at universities around the world. Working as a team, you will be required to develop a business plan for an international company.

To help you better understand and interpret your experiences and to give you a chance to compare your own experiences with those of other students participating in the exercise, data about your prior international experiences and perceptions about international collaboration will be collected before and after the exercise. In addition, you will be asked to provide peer evaluations once the project is over, and the quality of the team reports will be evaluated by the instructor. A summary will be presented to you at the end of the project, so you can see how your experiences compare to those of other students, how attitudes and perceptions about international collaboration have changed, on average, over the course of the project, and how team composition and prior international experiences tended to affect group dynamics and performance.

Once the project is over, all personal information will be deleted from the dataset, and the data will be completely unidentified, making it impossible to match responses with the names of the people who provided them.

Most of the data will be collected online. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished, so no one will be able to see what you have been doing.

The risks associated with your participation in the study are minimal.

Please note the data collected during the project may be used for the purposes of research, the results of which may be published in scholarly journals. Any publication will contain only a general summary of the results. No personal information will be reported or shared.

Because your performance in the exercise is counted towards your course grade, the research project is treated as one of the required course exercises/tests. You have the right to refuse to participate or to withdraw at any time. Your grade in the course will be adjusted accordingly, just as it would if you chose not to write a test or complete a homework assignment. If you choose to withdraw, you may request that any of your data which has been collected be destroyed unless it is in an unidentifiable state.

While participation in the project is required as part of your course, it is your right to disallow the use of the de-identified data you provide for research-related purposes. If you do not object that the data you provide during the project can be used for research-related purposes, and the results of the study can be disseminated through scholarly publications, keep this consent form for your records. If you object to the use of the data you will provide during the course project, please indicate so at the bottom of this form. Return the form to your instructor, and your data will not be used for any research-related purposes. The results of the study based on the data you provided will not appear in any resulting publications. Your decision to allow or to deny the use of the data you provide during the project for research related purposes will have no effect on your grade.

If you have any concerns about your rights, how you are being treated or if you have questions, want more information or have suggestions, please contact Eric Allen in the Office of Research Compliance at UNCG at (336) 256-1482. Questions, concerns or complaints about this project or benefits or risks associated with being in this study can be answered by Dr. Vasyl Taras who may be contacted at (336) 256-8611 or v_taras@uncg.edu.

If significant new information relating to the study becomes available which may relate to your willingness to continue to participate, this information will be provided to you.

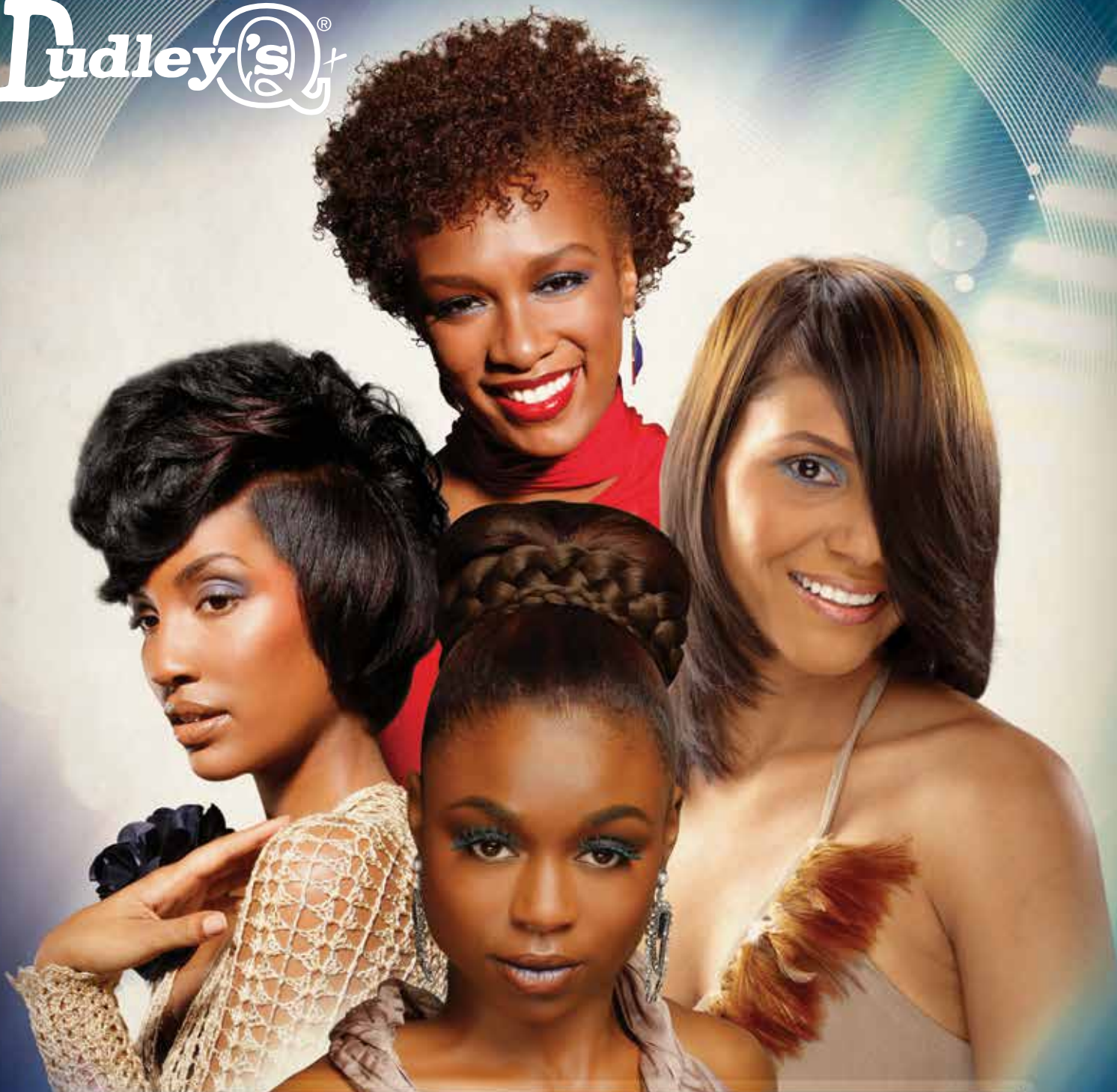
For a copy of the approval letter from the Office of Research Compliance of the Institutional Research Board, please visit www.vtaras.com/11-0260_IRB_Approval.pdf

I do not grant the right to use the de-identified data I will provide during the project for research-related purposes or disseminate the data through a publication in scholarly journals or in any other form. I understand that my decision to not allow the use of the data for scholarly research will have no effect on my course grade.

Name: _____

Signature: _____

Dudley's®



PROFESSIONAL

PRODUCT GUIDE

IN PARTNERSHIP WITH THE PROFESSIONAL COSMETOLOGIST®



COMMITMENT YOU CAN COUNT ON.



Join us on
September 23-25, 2017
to celebrate our 50th
Anniversary & EMS



It's a fact. Dudley's is committed to providing quality products and educational opportunities for licensed professionals to grow their businesses, better serve their clientele and increase their bottom-line.

OUR PRODUCT GUARANTEE

At Dudley Beauty Corp, LLC , we stand behind our products. The Q plus in the logo stands for quality plus. We choose the finest raw materials that will perform as we promise. That is why we offer our customers a quality assurance money-back guarantee when our products are purchased from an authorized Dudley seller.

Photo captions: Dudley's President Ursula Dudley Oglesby (center) with Parents, Drs. Joe and Eunice M. Dudley (Co-Founders).

JOIN US IN THE FIGHT AGAINST DIVERSION.

In 1982, Joe & Eunice Dudley promised cosmetologists that Dudley products would not be sold in stores. Today our commitment to the beauty professional is stronger than ever. Unfortunately, as we have become more well-known and the demand for our products continues to increase, criminals have become more adept at diverting and counterfeiting our products. However, Dudley Beauty Corp, LLC is steadfast in our goal to stop diversion and counterfeiting of our products in beauty supply stores or other unauthorized retail outlets. We are committed to protecting and preserving our partnership with the professional cosmetologist. If you see our products in a beauty supply store or other unauthorized retail outlet, please email us at admin@dudleyq.com. If you can give us evidence of how our products are getting to the beauty supply store, then you are eligible to receive a \$500 cash reward.

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ON THE COVER

Four different styles and textures demonstrate the beautiful results you can achieve with Dudley's professional and retail products. Discover the products used to create these styles inside this guide. All models are wearing Dudley Products Cosmetics®.



RELAXER SYSTEMS

Give your business and your customers the advantage. Use Dudley relaxer systems. Each product in each system is designed to reinforce the health of the hair, as well as give you the power to vary the degree of straightness desired. Select from our three (3) systems to satisfy your client needs.

SENSITIVE SCALP CREME RELAXER



Gentle formula protects and makes hair silky smooth.

SENSITIVE SCALP RELAXER KIT:

SENSITIVE SCALP CRÈME RELAXER

Enriched with oils that reduce hair damage and scalp irritation. Penetrates and conditions while the bonds in the hair are being chemically altered. **8 - 4 oz. jars**

SENSITIVE SCALP LIQUID ACTIVATOR

Forms the active relaxer product, guanidine hydroxide, when 1 oz. is mixed with the Sensitive Scalp Creme Relaxer. **1 - 8 fl. oz. bottle**

Also includes two (2) measuring cups and one (1) Instruction Sheet.

SENSITIVE SCALP STABILIZING RECONSTRUCTOR

SOLD SEPARATELY

Returns hair to its normal pH, closes the cuticle as it fortifies and enriches the hair with moisture lost during the relaxing process. **32 fl. oz.**

SENSITIVE SCALP BALANCING SHAMPOO

SOLD SEPARATELY

This shampoo has a built-in color indicator and is formulated to gently cleanse the hair of debris and chemical residue without disturbing the hair's moisture and oil balances. **32 fl. oz.**

Permanent Creme Relaxer



*A rich blend of special oils and conditioners
for beautiful, healthy hair.*

PERMANENT CRÈME RELAXER | Mild, Regular, Super
Conditions while it relaxes the hair. Two built-in
conditioners protect the hair shaft and scalp from
damage during relaxing and enhance sheen and
softness. **52 oz.**

NEUTRALIZING SHAMPOO SENSITIVE SCALP FORMULA

Neutralizes while it instantly soothes the scalp
and relieves irritation often associated with scalp
abrasions. **32 fl. oz., Gallon**

NEUTRALIZING SHAMPOO

Neutralizes, conditions and has a built-in stabilizer.
32 fl. oz., Gallon

TRUE Indulgence[®] BY DUDLEY



*Naturally infused with Shea Butter and Essential Oils for a
dramatic difference you can see and feel.*

TI Protector Base

This pre-chemical base lubricates, conditions and protects
scalp and skin from irritation or stains. **16 oz.**

TI RELAXER | Mild, Regular, Super

An intricate balance of conditioners, essential oils and
shea butter infused in a sodium hydroxide relaxer formula.
Three strengths allow you to choose the performance you
need: Mild for fine or color treated hair, Regular for normal
hair, and Super for resistant hair. **4.2 lbs.**

TI BONDING REFORM NEUTRALIZER

Supplies the hair with balanced moisture and nutrients,
as well as lowers the pH of the hair to its proper level. It
also closes the cuticle and fortifies the hair with just the
right amount of protein and hydration. **32 fl. oz.**

TI BALANCING SHAMPOO NEUTRALIZER

Stabilizes, moisturizes, strengthens and removes relaxer
residue, restoring hair to its normal pH. Leaves hair
smooth and silky. **32 fl. oz.**

Dudley's® COLOR

SEMI-PERMANENT COLORS



12 FANTASTIC COLORS

Conditions the hair while adding temporary to semi-permanent color. Easy and safe to use and free of harsh additives like ammonia and peroxide. With 11 different shades, you can mix and create a variety of exciting colors! **8 fl. oz.**

Available in Raspberry, Matador Red, Primrose Yellow, Regal Blue, Blank Clear, Deep Plum Red, Ginger, Sunset Orange, Sienna Brown, Natural Black, X-treme Red and Espresso Brown

Be as creative as you like with Dudley's exciting Semi-Permanent and Permanent colors that leave hair vibrant and healthy!

Taundra's look includes an array of Dudley's Fantastic Colors including Sunset Orange, Deep Plum Red and X-treme Red. Get your copy of Dudley's Professional Style Guide to learn the exact color combination.

PERMANENT COLORS



6 Levels™ Permanent Colors

Levels™ is a one step haircolor system that deposits rich color into the hair shaft, creating permanent, true-to-color results. These luxurious colors cover the spectrum from true medium blonde (level 6) to black (level 1). **2 fl. oz.**

Available in Natural Black, Rich Dark Brown, Light Brown, Bronze, Flaming Auburn and Honey Blonde.



LEVELS™ CONDITIONING 20 VOLUME CREME DEVELOPER

Levels Conditioning Crème Developer has a thick creamy consistency that mixes easily and does not run or drip. **32 fl. oz.**

Kamatria's halo effect was created with Dudley's Levels™ Permanent Color.



Get the color you've always wanted by using the Color Wheel!

COLOR WHEEL

The Color Wheel shows how colors are related. Red, yellow and blue are primary colors. Orange, green and purple are secondary colors made by combining two primary colors.

All colors are made from some combination of white, black and primary colors. The 3 primary colors are represented in the following Dudley's Fantastic Colors: Matador Red, Regal Blue and Primrose Yellow.

Dudley's® SHAMPOOS



DELUXE SHAMPOO



This conditioning shampoo with panthenol and protein gently cleanses the hair and scalp.
8 fl. oz., Gallon

MOISTURIZING SHAMPOO



Restores moisture in hair as it cleanses.
8 fl. oz., 32 fl. oz., Gallon

DANDRUFF SHAMPOO



A medicated, conditioning shampoo that is mild on the scalp. It prevents dandruff and stops minor scalp itching. **8 fl. oz.**

SCALP & SKIN ANTISEPTIC



Removes dull and dry cuticles, dandruff, excess oils and treats the scalp.
8 fl. oz., 32 fl. oz., Gallon

THE SHAMPOO



The Shampoo is a deep cleanser that removes oil and residue from the hair.
8 fl. oz., 32 fl. oz.

idiversify® CLEANSE SULFATE-FREE SHAMPOO



Nourish and revitalize your hair and scalp with this gentle sulfate-free shampoo. This unique blend helps to add moisture while protecting from color loss.
6 fl. oz., 32 fl. oz.

Dudley's® CONDITIONERS

HAIR REBUILDER



Specially designed to condition and rebuild badly damaged hair.

8 fl. oz., 16 fl. oz.

CREAM PROTEIN



Moisturizes and softens dry, brittle hair.

8 oz., 32 oz.



MOISTURIZING CONDITIONER



Restores moisture in hair as it adds body and sheen.

8 fl. oz., 32 fl. oz.

idiversify® HYDRATE LEAVE-IN CONDITIONER



This keratin and protein enriched leave-in conditioner provides moisture management, controlling frizz all day.

6 fl. oz., 32 fl. oz.





TREATMENTS

ADVANCED SCALP & HAIR



FOLLICLE CLEANSING SHAMPOO



Cleanses scalp and hair of impurities that lead to thinning and hair loss. **6 oz.**

TREATMENT



Stimulates dormant hair follicles, invigorates root cells, restores healthy circulation and revitalizes the scalp. **2 oz.**

DRC 28 HAIR TREATMENT & FORTIFIER



An advanced hair treatment and fortifier that detects and repairs the damaged areas in all hair types. **16 fl. oz.**

HAIR MASK TREATMENT



A deep, penetrating conditioner that restores moisture to dry, damaged and over-processed hair. **8 oz., 32 oz.**



DANDRUFF TREATMENT

SCALP SPECIAL HAIR & SCALP CONDITIONER



Controls dandruff, itchy scalp, falling hair and thinning temples. **4 oz., 7 oz., 14 oz.**

SCALP & SKIN ANTISEPTIC



Removes dull and dry cuticles, dandruff, excess oils and treats the scalp. **8 fl. oz., 32 fl. oz., Gallon**

DANDRUFF SHAMPOO



A medicated, conditioning shampoo that is mild on the scalp. It prevents dandruff and stops minor scalp itching. **8 fl. oz.**





STYLING & MOLDING AGENTS

STYLING AGENTS & THERMAL PROTECTORS



TOTAL CONTROL® HAIR GLOSS RUB-ON



This oil-free, silicone based gloss seals cuticles and polishes hair while reducing tangles and frizzies. **2 fl. oz.**

CREME PRESS



Gives the hair a satin, silky press. **4 oz., 7 oz., 14 oz.**

EASY CURLING & WAVING



Locks in hard-to-hold curls and brings out natural waves. **4 oz., 7 oz., 14 oz.**

TOTAL CONTROL® EDGES & ENDS



Smooths edges or spikes ends without flaking. **4 oz.**

WET STYLING & MOLDING AGENTS



Ashley's hairline lays beautifully with Dudley's Total Control® Edges & Ends.



FANTASTIC BODY SETTING LOTION



Creates body, natural sheen and a firm set without flaking or static. **8 fl. oz. (Ready to use), 16 fl. oz. (Concentrated)**

STYLING FOAM



Reduces drying time, while adding beautiful body, softness and sheen. **8 fl. oz. Pump, Gallon**

CONDITIONING SETTING GEL



Preconditions, sets and holds hair without flaking. **4.5 oz., 32 oz.**



HAIRDRESSINGS

Our Hairdressings are lightweight, penetrating oils that lubricate, condition, soothe and protect the hair and scalp.

TRUE INDULGENCE® INNER GROWTH CREME STRENGTHENER

Promotes hair growth by stimulating the scalp with ginseng and grape seed oil.
3.5 oz., 16 oz.

HAIR & SCALP CONDITIONER PLUS VITAMINS A, D & E

A very light conditioner which penetrates the hair shaft and lubricates the scalp without leaving hair oily.
4 oz., 7 oz., 14 oz.



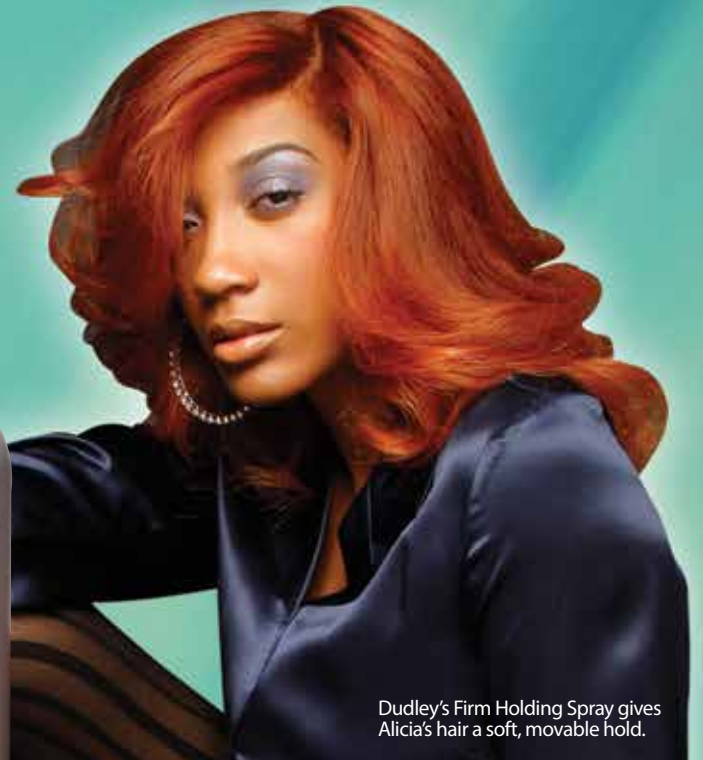
SCALP SPECIAL HAIR & SCALP OIL

Controls dandruff, itchy scalp, falling hair and thinning temples. **4 oz., 7 oz., 14 oz.**

PCA MOISTURE RETAINER

Prevents dryness associated with all types of hair – relaxed, curled or natural. Makes hair soft with daily use. **8 fl. oz., 16 fl. oz.**

Dudley's[®] FINISHING AGENTS



Dudley's Firm Holding Spray gives Alicia's hair a soft, movable hold.

Our Finishing Agents condition and add sheen to the hair, while shielding the hair from heat and the elements.

TOTAL CONTROL[®] LIQUID GLOSS SPRAY



This silicone, shine-enhancing spray detangles hair and prevents frizz without leaving any build-up. **8 fl. oz.**

FIRM HOLDING SPRAY



Provides holding power without leaving the hair gummy or sticky. **12 oz. Aerosol**

OIL SHEEN SPRAY



This conditioning oil lusterizes the hair. An excellent glossifier and conditioner for all hair types – relaxed, pressed, curled or wigs. **12 oz. Aerosol**

TOTAL CONTROL[®] STYLING SPRAY



A unique finishing spray that lets you sculpt, shape and lock in style definition. **8 fl. oz., 32 fl. oz.**



NATURAL HAIR



Enhance your natural hair texture! Create and maintain styles with products that nourish, moisturize, strengthen, protect and hold natural hair.

BEND TWIST & LOCK GEL



Provides moisture and hold for softer locks and twists. **7 oz.**

CLEANSE SULFATE-FREE SHAMPOO



Nourish and revitalize your hair and scalp with this gently sulfate-free shampoo. This unique blend helps to add moisture while protecting from color loss. **6 fl. oz., 32 fl. oz.**

HYDRATE LEAVE-IN CONDITIONER



This keratin and protein enriched leave-in conditioner provides moisture management, controlling frizz all day. **6 fl. oz., 32 fl. oz.**

QUENCH MOISTURE MIST



An alcohol-free moisturizing mist that prevents breakage. **6 fl. oz.**

GLAZE SHEEN SPRAY



This non-greasy formula enhances sheen, restores natural moisture and protects without build-up. **6 fl. oz.**

CONTROL LOCKING CREAM



Extra-holding power for hard-to-lock, curly or gray hair. Conditions. **16 oz.**



Dorin's double strand twists were created with Dudley's idiversify® Define Curl Defining Cream.

Our **Soft Curl Maintenance** provides thorough conditioning and moisture for soft curl styles.



SALON CONTROL® GEL ACTIVATOR & MOISTURIZER



A non-greasy, extra light gel that seals and retains moisture balance in the hair shaft.
10 oz., 32 oz.

CURL ACTIVATOR



Activates, lubricates, moisturizes and gives hair a natural-looking sheen.
8 fl. oz., 32 fl. oz.

BREAK UP WITH HAIR LOSS DVD

Salon solutions that help your clients survive and recover from hair loss.

- Redefine the consultation
- Understand the causes of hair loss
- Determine the conditions that you can correct, treat, and more.



THE V EFFECT EDUCATIONAL DVD

Learn how to achieve the **V Effect** with three (3) cutting techniques:

- Twist Cutting
- Modified Distribution
- C-Shapings

DVD also features three (3) dimensional coloring using one-step application process.

AQUATIC DIMENSIONS DVD

A Modern Twist to a Fantastic Body Wave & Set. This Aquatic Dimensions DVD includes an 1 hour and 40 minutes of education

- Relaxer Applications using Dudley's Relaxer Systems
- Color Techniques using Dudley's Semi-Permanent Colors
- 2 Different Techniques





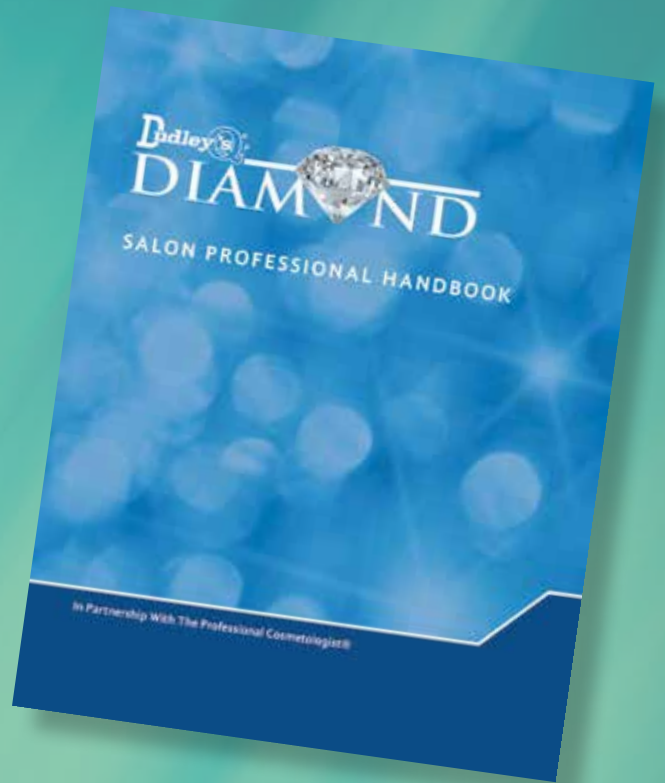
DIAMOND
REWARDS PROGRAM

Become a Dudley Diamond Rewards Member Today!



The Dudley Diamond Rewards Program is a way for you to receive free products, valuable information and educational opportunities, while becoming a part of an exclusive network destined for success.

The Dudley Diamond Salon Professional Handbook is a 30 page guide with 11 chapters and sample forms that details the best practices that all salon professionals should perform and includes standard business policies and procedures.



A Beauty of an Opportunity

Add to your salon menu of services with Dudley Products Cosmetics. Complete your customer's beauty regimen & earn money at the same time.

Dudley has a complete line of skin care, foundations, powders, eye shadows, lipstick, body care & more. Earn a discount, bonuses & more.



LEARN MORE AT
dudleyq.com
Contact your Dudley Distributor,
or call Dudley's Corporate Office at
1.888.573.8210

In Partnership With The Professional Cosmetologist®

©2016 Dudley Beauty Corp, LLC
1814 Eastchester Drive | High Point, NC 27265
Not Sold In Stores.



New International Distributor Requirements

Criteria To Establish Exclusive Distribution

Our motto is "In Partnership With The Professional Cosmetologist". We are seeking companies/individual that have a desire to work in the beauty industry marketing and selling business to business. To be a successful Dudley distributor requires more than stocking ample inventory. Our distributors understand being a true consultant in every endeavor is necessary for success to be achieved.

Our name stands for quality. The **Q+** equals "quality plus". Dudley products are made of the finest proteins, amino acids, emollients and other quality ingredients. It is important that the tradition of quality is shown throughout the world.

Requirements

Registered Business	<ul style="list-style-type: none"> • Must have a business registered in the country of interest • Registration must be current
Business Record	<ul style="list-style-type: none"> • Good standing • Good Rating
Must not be a direct competitor	<ul style="list-style-type: none"> • Distributor shall not be actively involved in the manufacture, distribution, marketing or any competitive products
Business Performance	<ul style="list-style-type: none"> • Must have a successful performance over the past 3 years
Financial Stability	<ul style="list-style-type: none"> • Distributor has or has the ability to access sufficient funds to maintain proper inventory needs, marketing and day-to-day operations.
Quality Customer Service	<ul style="list-style-type: none"> • The distributor has the ability to offer the customer quality customer service through: <ol style="list-style-type: none"> 1. Communication 2. Education 3. Inventory 4. Location 5. Consistency 6. Honesty
Quality Personnel	<ul style="list-style-type: none"> • Distributor has or has access to sufficient personnel for distribution throughout the country
Quality Data Base	<ul style="list-style-type: none"> • Distributor has or has access to the majority of beauty professional in the country • Distributor is or has personnel to manage and maintain electronic records of customers and transactions.
Market Analysis	<ul style="list-style-type: none"> • Understanding the current market and trends a key factor to success. Required as one pursues a distribution contract
Business & Marketing Plan	<ul style="list-style-type: none"> • Required as one pursues a distribution contract

