

This research project was a team effort in both ideas and research. To gain a good understanding of the competitors of Target stores, we first visited various stores both in person and online. We conducted surveys of their wellness-oriented promotions and efforts. Once we have gained understanding of the possibilities for wellness programs out there, we conducted the rest of our research and brainstorming both online using various databases and in person, with the help of Swilley Library personnel.

From the Swilley Library website, we gained access to a wealth of business-related information. We used the Swilley Library Libguide for the Business School to look up information on finance and economic analysis, as these were new concepts for us pharmacy students. We were able to find Target Corporation's industry statistics and other pertinent information on the target market for wellness programs in retail settings. We also accessed various business databases via ABI/INFORM Complete on Proquest from the Swilley Library website to review markets for all of Target's competitors. Furthermore, we were able to find information on structured business plans and a guide to research questions from U.S. Small Business Association site. This was obtained from the Company and Industry Resources link via the Business School LibGuide. Finally, we accessed Ebscohost to pull news articles that featured the concepts and markets for wellness in retail stores.

We also used the Swilley Library journal databases for health and wellness related information. We found information on perceptions of wellness programs and the effects of healthy consumerisms from articles that were linked in journals found from PubMed such as the Canadian Pharmacists Journal, the Journal of American Pharmacists Association, and the National Institute of Health. We also used the inter-library loan program to request an article on the perceptions of food for obese people, so we can learn to best cater our wellness program on wellness-conscious guests without inadvertently shaming them.

Once we had solid ideas of the type of wellness programs we wanted to create, we were able to expand our search using Google and citing information from reputable companies and organizations such as McKinsey, CDC, WebMD, Consumer Reports, the NSF International, and the Wall Street Journal. With the use of specific key words, these websites helped to support the details of the proposal, as well as provide further insight into our broad concepts of wellness and financial incentives for health.

This business proposal project really broadened our scope of what the Swilley Library databases and librarians can offer to us as students. We were able to explore the library tools outside of our purview as pharmacy students. We were able to explore the Business Libguide to search for information pertaining to finance and economic analysis. As a team, we took this opportunity to get to know the librarians by asking for the specifics on how to request articles and books via the inter-library loan program. This experience has truly helped us explore the vast possibilities that the library holds. As first-year students, we will surely be able to extend the knowledge and skills we obtained from this project onward in our years at Mercer and beyond.