



Application Form Spring 2023

Due Tuesday, January 24th at 6:00pm Eastern Time

Instructions:

To submit your application, upload **both your resume and your responses to the following questions** to [this Google Form](#). If you have any questions, please contact our Recruitment Directors at amelie.lo@yale.edu or elder.veliz@yale.edu. We look forward to reading your application!

YUCG does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all of our members and clients.

1. Background Information

a. Full Name:

b. Pronouns:

c. Email:

d. Graduation Year (e.g. 2026):

e. Residential College:

f. Major(s) of Interest:

**Please note that YUCG values intellectual diversity; we encourage students from all majors to apply*

f. Have you previously applied to YUCG: Yes/No

2. Short Answers

- a. Why are you interested in joining YUCG and how have your past experiences shaped your interest in consulting and/or your potential ability to contribute to our organization? Please give specific examples – these do not have to be business-related. (250 words max)

- b. What other extracurricular and professional activities are you involved in or interested in joining? Please include time commitment / level of involvement. Bullet points will suffice.

- c. **Optional:** YUCG seeks to embody the wide range of experiences of students at Yale; we believe that the diversity of our members makes our organization stronger. If you'd like to share a perspective you bring or experiences you've had to help us understand you better—whether they be related to your family or cultural background, your sexual orientation or gender identity, your status as a first-generation/low-income student, or other important aspects of your identity—please do so here. (250 words max)

- d. Give us a fun fact about yourself! For example, our former YUCG President was featured on Humans of New York! (1 sentence)

3. Case — Barking Bites

Barking Bites is a US-based pet food company that offers a wide range of products for pets, available exclusively online. Barking Bites offers a variety of dry kibble and wet food options, including grain-free formulas, stews, and pâté. The company prides itself on using high-quality, natural ingredients to create balanced and nutrient-dense meals for pets. Barking Bites is committed to using sustainable and ethical sourcing practices, and works with trusted farmers and suppliers to source its ingredients.

In addition to stand-alone items, one of Barking Bites most popularly sold products is the “Snack, Squeak, & Swagger” care package that includes an assortment of food treats, toys, and clothing accessories – their most expensive and high-end item.

During online checkout, if a customer has a food-related item in their cart, they will receive a pop-up reading, "Get discounted prices when you sign up for automatic pet food delivery every 3 weeks!" Barking Bites provides free delivery only for purchases over \$300.

Due to recent inflation, Barking Bites has been forced to increase its prices to offset rising costs. Barking Bite's monthly customer churn rates¹ have increased by 25% over the past 6 months. The client is concerned that this problem, if left unchecked, could severely impact long-term growth and profitability.

Barking Bites has hired YUCG for advice on how to reduce churn rates back to their previous levels.

Develop a structured strategy for how you would approach the client's problem of increased churn rates. (500-800 words)

To help guide your process: Consider the high-level factors that may generally affect churn rates. We encourage you to make reasonable assumptions. Be specific and apply them specifically to this client. Then, prioritize the most influential or controllable causes of this issue, and explain how you would implement and test 2-3 methods of intervention.

¹ The proportion of the active customer base that becomes 'inactive' for a period of three months or more (i.e., makes no purchases, and does not interact with Barking Bites' website).