

Second Headquarters for Mega Tech MegaTech HQ2

Great news! Mega Tech, the company where you work, has become enormously successful and wants to expand its headquarters to a second location. As a research assistant to the VP, Ms. Giga Byte, you are tasked with conducting research (investigating) where the second headquarters will be.

Background

Amazon, headquartered in Seattle, is expanding and looking for a second location. Below are some of the criteria Amazon considers crucial in selection of a new location.

Amazon has narrowed its search to 20 cities. Cities as defined by Amazon are urban areas, so Miami includes Fort Lauderdale and West Palm Beach. All 20 of the cities have over 1 million people.

Below are just some of the criteria Amazon is using, and Ms. Byte wants you to use four of the same criteria. She also wants you to pick from the 20 Amazon finalists.

- Hi-tech capabilities/technology oriented
- Diverse population
- Highly educated and skilled workforce
- International airport within 45- minute commute from downtown
- Access to mass transit
- Quality institutions of higher education and research
- ✓ • Good schools
- ✓ • Good quality of life (dining, culture, health care, parks & recreation, bike paths etc.)
- ✓ • Traffic congestion
- ✓ • Housing prices

Procedure

Step 1

Pick four attributes from Amazon's criteria. Assign an importance weight to each of the four you select, totaling 100%.

Begin a weighted decision matrix. See p. 479 for an example. For a complete discussion of decision matrices, see pp. 437-442.

Note: At this stage, you can make the horizontal axis only, as you do not have the information for the vertical axis.

Step 2

✓ Research potential cities within the continental U.S. for Mega Tech. Decide on three cities that meet-- to some degree--your criteria. Probably, no one city will be perfect, but you are going to recommend the best.

Step 3

Write 200-300 words for each of the three cities. Describe each in terms of the criteria it meets and to what degree.

Step 4

Enter your three cities into the vertical axis on the decision matrix you started in Step 1. Rank each city 1-3 with **3 being the highest**. Now, do the math for your total column.

The city with the highest score becomes your recommendation to Ms. Giga Byte.

Step 5

Create an infographic depicting the relevant information about the city you choose, p.417

Step 6

Write your recommendation report. Include the decision matrix and the infographic as well as any other visuals you deem essential.

Writing Your Report

Prepare a recommendation report (see Ch. 12) in **memo format** addressed Ms. Giga Byte. She will take your recommendation report to the president of Mega Tech.

See pp. 221 for memo format, but note: the example in the text puts the headings flush left. **Center your headings as per APA format.** If you use sub-headings, put them flush left.

Use first person singular.

Create a letterhead and logo for Mega Tech with complete contact information.
Make sure you use the word “**Memorandum**” on the first page.

For subsequent pages, no letterhead, but use page identifiers in the following format in the upper left corner.

Example of page identifier –Put this in upper left corner of all pages except first

Recipient(s) as it appears in the “TO” line of memo

Date, (month spelled out)

Page and spell out the number

DO NOT create running heads.

Structure of the Report

Follow the advice given on p. 447; you will be using the **indirect strategy**, analytical report. You need to follow the organization given in the text. Include your concerns or possible objections the board of directors may have to your recommendation.

Your report will be structured like this. (I) Introduction/problem (purpose); (II/III) Facts/findings and Discussion/analysis (your discussion of the three cities including why you eliminated two) and your matrix.

Note: I have combined sections (II) and (III) from the text; you should too.

(IV) Recommendation (your one city recommendation and reason(s) why; brief discussion of concern(s) or possible objection(s) that the board of directors might have to your recommendation; your infographic of the city and any other appropriate visuals. Section four is your conclusion.

The report should be complete, but concise— 1000-1500 words, one and a half spaces (the default setting in Word), and have at least ten references. Although APA requires Times New Roman, I suggest using Calibri or Cambria as either of them is more modern looking.

Within the report, insert proper in-text citations (no standalone URL links) for facts, illustrations, or ideas taken from any sources. These in-text citations will correspond to the APA reference list at the end of your report.


Your discussion of the three cities will have in-text citations for the facts you present. These in-text citations will become part of the ten references you need.

Use high impact format (headings, bullets, etc.) to help organize your report.

Caution: Do Not use MS Word template for APA. It is incorrect. Also, citation generators on the Internet are incorrect.

Note: You cannot have items in your reference list that do not appear as citations in the paper.


NO HOT LINKS IN APA STYLE REFERENCE LISTS OR IN-TEXT CITATIONS.

Criteria	Ratings				Pts
Format	15.0 pts Full Marks	14.0 pts Accomplished: The report's format precisely follows the assignment's requirements. Percent Range = 14	11.0 pts Acceptable: The report's format generally follows the assignment's requirements, but with some inconsistencies. Percent Range = 11 - 13	0.0 pts Insufficient: The report's format significantly deviates from the assignment's requirements. Percent Range = 0 - 10	15.0 pts
 01 RR: Format view longer description threshold: 3.0 pts	5.0 pts Accomplished	4.0 pts Acceptable	3.0 pts Adequate	0.0 pts Insufficient	--

Criteria	Ratings				Pts
<p>Organization</p> <p>15.0 pts Full Marks</p>	<p>14.0 pts</p> <p>Accomplished: The introduction fully establishes the report's objective in its proper context and previews the remaining sections of the report. The report's body includes all the sections/subsections necessary for presenting a complete analysis of the relevant factors. Each paragraph relates to a main idea, and transitions are varied, clear, and smooth. The conclusion (1) summarizes the report's major points and (2) states the recommendation and rationale. Percent Range = 14</p>	<p>11.0 pts</p> <p>Acceptable: The introduction establishes, adequately but not completely, the report's objective in its context; and it previews, adequately but not completely, the remaining sections of the report. The report's body includes the essential sections/subsections for presenting an analysis of the relevant factors. Each paragraph, with some exceptions, relates to a main idea; transitions are evident but could be more varied, clearer, or smoother. The conclusion (1) summarizes most of the report's major points and (2) states the recommendation and rationale. Percent Range = 11 – 13</p>	<p>0.0 pts</p> <p>Insufficient: The introduction is omitted, fails to establish the report's objective in a context and/or fails to preview the remaining sections of the report. The report's body omits key sections/subsections for analyzing the relevant factors or presents sections/subsections that don't logically relate to the report's objective. Many paragraphs do not relate to one idea; transitions are weak, illogical, or nonexistent. The conclusion does not summarize the report's major points, is missing, and/or does not present the recommendation or rationale. Percent Range = 0 – 10</p>	<p>15.0 pts</p>	
<p>02 RR: Organization</p> <p>view longer description</p> <p>threshold: 3.0 pts</p>	<p>5.0 pts Accomplished</p>	<p>4.0 pts Acceptable</p>	<p>3.0 pts Adequate</p>	<p>0.0 pts Insufficient</p>	<p>--</p>

Criteria	Ratings				Pts
<p>Content (Development of Ideas and Use of Evidence)</p>	<p>30.0 pts Full Marks</p>	<p>27.0 pts Accomplished: Content fully supports the report's overall objective by providing logical explanations and makes a well-justified recommendation supported by credible evidence (e.g., facts, quotes, and visual data) Percent Range = 27 - 29</p>	<p>22.0 pts Acceptable: Content adequately supports the report's overall objective by justifying the recommendation. Evidence could be more creative, varied, or credible. Percent Range = 22 - 26</p>	<p>0.0 pts Insufficient: Content is insufficient, nonspecific, redundant, and/or irrelevant. Report provides little evidence to justify the recommendation. Percent Range = 0 - 21</p>	<p>30.0 pts</p>
<p>03 RR: Content (Development of Ideas and Use of Evidence) View longer description threshold: 3.0 pts</p>	<p>5.0 pts Accomplished</p>	<p>4.0 pts Acceptable</p>	<p>3.0 pts Adequate</p>	<p>0.0 pts Insufficient</p>	<p>—</p>
<p>References (APA reference page and in-text citations)</p>	<p>30.0 pts Full Marks</p>	<p>27.0 pts Accomplished: Parenthetical references correspond precisely with the reference list, and both conform to the APA format. The report cites the assignment's required number of sources, and they are credible sources. Percent Range = 27 - 29</p>	<p>22.0 pts Acceptable: Parenthetical references generally correspond with the reference list, and both generally conform to the APA format. The report falls slightly short of the required number of credible sources. Percent Range = 22 - 26</p>	<p>0.0 pts Insufficient: Parenthetical references are not used, they do not correspond with the reference list, and/or they widely deviate from the APA format. The report cites fewer than the assignment's required number of sources, and/or many of the sources are not credible. Percent Range = 0 - 21</p>	<p>30.0 pts</p>

Criteria	Ratings				Pts
04 RR: References (APA reference page and in- text citations) view longer description threshold: 3.0 pts	5.0 pts Accomplished	4.0 pts Acceptable	3.0 pts Adequate	0.0 pts Insufficient	--
Clarity, Conciseness, Style, and Tone	30.0 pts Full Marks	27.0 pts Accomplished: A strong sense of the targeted audience is evident throughout the report. The style and tone are professional, dynamic (varied sentences), original, tactful, bias-free, and positive. The report precisely conforms to the assignment's word/page limits. Sentences are concise and active. Word choices are consistently correct, economical, and precise. Percent Range = 27 – 29	22.0 pts Acceptable: Some sense of the targeted audience is evident within the report with some lapses. The style and tone are professional, generally consistent, natural, tactful, and bias-free. The report stays close to the assignment's word/page limits. Sentences are generally free of excess words and passivity. Word choices are appropriate, although not always precise. Percent Range = 22 – 26	0.0 pts nsufficient: No clear sense of the targeted audience is evident. Style and tone lack professionalism, consistency, and/or suitability. The report significantly deviates from the assignment's word/page limits. Many sentences contain excess words, unclear or jargonistic phraseology, and passivity. Word choices are vague, incorrect, or substandard. Percent Range = 0 – 21	30.0 pts
05 RR: Clarity, Conciseness, Style, and Tone view longer description threshold: 3.0 pts	5.0 pts Accomplished	4.0 pts Acceptable	3.0 pts Adequate	0.0 pts Insufficient	--

Criteria	Ratings				Pts
Writing Mechanics	30.0 pts Full Marks	27.0 pts Accomplished: The report contains virtually no spelling, grammar, or punctuation errors. Percent Range = 27 - 29	22.0 pts Acceptable: The report contains spelling, grammar, and punctuation errors but none that interfere with the communication and/or discredit the report. Percent Range = 22 - 26	0.0 pts Insufficient: The report contains numerous spelling, grammar, and punctuation errors that interfere with the communication and/or discredit the report. Percent Range = 0 - 21	30.0 pts
 06 RR: Writing Mechanics view longer description threshold: 3.0 pts	5.0 pts Accomplished	4.0 pts Acceptable	3.0 pts Adequate	0.0 pts Insufficient	--
Total Points: 150.0					

Websites:

America FactFinder - Latest U.S. Census information

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Data USA

<http://datausa.io/>

Combines publicly accessible US government data from a variety of statistical agencies in one website and visualization engine. Created by M.I.T Media Lab, with a focus on critical issues facing the United States in areas like jobs, skills and education across industry and geography.

2017 State Business Tax Climate Index

<https://taxfoundation.org/2017-state-business-tax-climate-index/>

Forbes Best States for Business

<http://www.forbes.com/best-states-for-business>

America's Top States for Business 2017

A scorecard on state economic climate

<https://www.cnbc.com/2017/07/11/americas-top-states-for-business-2017-overall-ranking.html>

2016's Best Cities for Hispanic Entrepreneurs

by Richie Bernardo

<https://wallethub.com/edu/best-and-worst-cities-for-hispanic-entrepreneurs/6491/>

2016's Best Large Cities to Start a Business

by John S Kiernan

<https://wallethub.com/edu/best-cities-to-start-a-business/2281/>

BLS - Stat for wages, employments by state

<http://www.bls.gov/>

My Best Segments

<https://segmentationsolutions.nielsen.com/mybestsegments/>

Offers three types of brief lifestyles reports for specific zip codes. Brief zip-code based lifestyle reports are free: Median age, median income, household composition, and household consumer spending. Other information is subscription based. Check Zip Code Look-up section for reports.

Pew Research Center - Lifestyle Trends

<http://www.pewsocialtrends.org/topics/lifestyle/>

Reports based on both Pew surveys and government data cover many topics related to attitudes & values, technology trends, leisure activities, and more.

GEB 3213, Communicating Business information

**FAU Library Databases - <http://www.fau.edu/library>
Under Indexes/Databases, select Business, Industry & Economics Databases**

Business Insights

Under Companies, Select Companies Finder, you can search NAICS code and state or city. Includes company profiles, company brand information, rankings, investment reports, company histories, chronologies, and full-text articles.

DemographicsNow

Search by city or zip code

DemographicsNow is a comprehensive tool that provides highly sought after demographic data including income, housing, race, age, education, consumer expenditures, and more.

Nexis Uni

Accesses over a billion full-text news, magazine, legal, and business articles and reports, including newspapers, magazines, state and federal laws and regulations, case law, newsletters, and company and industry information.

Global Newsstream

Search international, national and regional newspapers including current access to the New York Times, Washington Post, Los Angeles Times, Wall Street Journal, Sun-Sentinel, and the Palm Beach Post.

USA Today

With daily circulation exceeding 2 million in all 50 states, USA TODAY is the most widely read newspaper in the country.

Wall Street Journal

The paper is considered the preeminent publication for business news and information on financial markets worldwide. Each issue of every newspaper is indexed thoroughly, so researchers can access not only top news stories but also detailed information from all the paper's sections. For each article cited in the database, an abstract of up to 75 words helps the researcher know if the complete text will meet his or her needs.

The Palm Beach Post | 1996-present

Complete full text of local and regional news.

Sun-Sentinel | 1985-present

Complete full-text content of local and regional news, including community events, schools, politics, government policies, cultural activities, local companies, state industries, and people in the community. Paid advertisements are excluded.



Memorandum

Date: February 21, 2018

To:

From:

Subject: Megatech Recommendation Report

Schools 25%	Traffic 25%	Lifestyle 25%	Housing 25%	Total
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New York City					
Atlanta					
Washington					

Preliminary cities

- New York City
- Atlanta
- Washington

Preliminary References

<https://tfetimes.com/best-computer-engineering-programrankings>

<https://www.nycgo.com/plan-your-trip/basic-information/transportation-in-nyc>

<https://washington.org/DC-guide-to/how-do-i-get-around-washington-dc>

<https://www.atianta.net/explore/transportation/getting-around/>

<https://www.cnbc.com/2017/07/11/americas-top-states-for-business-2017-overall-ranking.html>