

This assignment was locked Oct 30 at 12:59am.

Greeting Students,

Please begin writing your research paper and putting your presentation together and Submit the Outline of the Paper.

Please create a word document containing a cover page, table of contents and a header for each page for your research paper. Then assign a header for each page containing the sub section below.

For Example: Create an Outline or Skeleton of the Research Paper - Upload it please

1. **Cover Page** (page 1 - Do not put page number) - Center of Page is the Company Name and Company Logo. Lower right hand corner of cover page - Your name, Class Name (Strategic Management), Class Code (MA 30720), Professor's Name, School Name and Today's Date.
2. **Table of Contents** (page - Do not put page number 2)
3. **Introduction/Abstract** - Page number bottom right hand corner
Company Profile - Page number bottom right hand corner
Executive Management Team_(CEO, CFO, CIO, CTO). Picture and profile - Page number
Customer Profile - Who is there customer? Page number
Strategy - What strategy is company using to win customers from competitors - Page #
Financial Statements - Balance Sheet, Income Statement, Cash Flow Statement from 10K or Annual Report - Page number bottom right hand corner
Conclusion - Page number bottom right hand corner
References

Original Assignment in Syllabus due on 12/11/18
Individual Paper: Due 12/11/18 upload online

- Choose a publically traded company and discuss what Strategy the company is using to win customers. Send an e-mail for approval to the professor with company you have chosen by 9/15/18. Write a 10-page. Explain and discuss all ethical