

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 implications, pros/cons of your chosen topic. To help research the company download the company's 10K or Annual Report found in company's web site in the investors tab.

Page 1: Cover page

Page 2: Table of contents

Page 3: Introduction/Abstract

Page 4-9: Content of paper

1. Company Profile
2. Executive Management Team (CEO, CFO, CIO, CTO). Picture and profile
3. Customer Profile – Who is there customer?
4. Strategy – What strategy is company using to win customers from competitors
5. Financial Statements – Balance Sheet, Income Statement, Cash Flow Statement from 10K or Annual Report
6. Conclusion

Page 10: work cited/references

Individual power point presentation of paper: Due 12/11/18 upload online

No more than 10 slides

The presentation is a highlight of the research paper

Only pictures, charts, bullet items with 7 words or less will accepted on each slide