

Figure 17.2

Proposal for a Student Team Report

Month Day, Year *Enter current date*

To: Professor Christopher Toth

From: JASS LLC (Jordan Koole, Alex Kuczera, Shannon Jones, Sean Sterling) *In the subject line ① indicate that this is a proposal
② specify the kind of report
③ specify the topic.*

Subject: Proposal to Research and Make Recommendations on the Feasibility of Expanding RAC Inc. to South Korea

Summarize topic and purpose of report. RAC Inc. has recently approached our company to determine the possibility of expanding internationally. We believe South Korea could be suitable for this expansion based on our initial investigation of technology in the country. This proposal provides a brief look at South Korea and gives an overview of our research topics and procedures in preparation for the formal research report.

Problem
If the "Problem" section is detailed and well-written, you may be able to use it unchanged in your report.
After establishing a solid consumer base in the U.S., RAC Inc. is looking to expand their business internationally so that they do not fall behind their competitors. They have asked us to research South Korea as a possible alternative site for the manufacturing of their slate tablets.

Country Overview *This section is a "Background" section for this proposal. Not all proposals include background.*
After some initial research, we believe that South Korea is a suitable country to research for RAC's international manufacturing of new technology. South Korea has a population of 48.3 million, with 27% of the population located in the capital city Seoul and in Busan. They have a labor force of 24.62 million, ranking as the 25th highest workforce in the world (CIA Factbook, 2011). The official language is Korean, but English, Chinese, and Japanese are taught as second languages (U.S. Department of State, 2010). *Proposal uses in-text citations.*

In 1950, North Korea invaded South Korea, beginning the Korean War. After three years of fighting and pushing troops across both borders, North and South Korea signed an armistice and agreed to a demilitarized zone (DMZ), which currently serves as the border between the two countries and is protected by both countries' military (U.S. Department of State, 2010). While relations between the two countries are still tense and a few minor skirmishes along the border have occurred, we are not concerned about South Korea's stability.

In fact, since the devastation of the Korean War, the economy of South Korea has recovered and has joined the ranks of the most economically prosperous nations. They have risen to the 13th highest GDP in the world and have the 45th highest GDP per capita at the equivalent of \$30,200. They have a very low unemployment rate that has dropped in the last year to 3.3% (CIA Factbook, 2011).

South Korea is now ranked the 7th largest exporter in the world and the 9th largest importer. Their economic policy has emphasized exporting products, explaining why their exports are so high (U.S. Department of State, 2010). Their main exports include computers and component parts, semiconductors, and wireless telecommunication equipment. South Korea is known for making excellent products in these areas. They export mainly to the U.S., China, and Japan, and import primarily from the same countries. As one of the most economically healthy countries in the world, South Korea is situated as a prime country for RAC Inc.'s possible expansion.

Not all class reports will need a "Feasibility" section.

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Include a header on all additional pages.

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List your major audiences. Identify their knowledge, interests, and concerns.

Audience

Our formal report will have multiple layers of audiences.

- *Gatekeeper*: Professor Toth has the power to accept or reject our proposal for the formal report before it is passed on to Ms. Katie Nichols from RAC Inc.
- *Primary*: Ms. Katie Nichols, CEO of RAC Inc., and the board of directors are our primary audiences, along with other influential members of RAC Inc. They will decide whether to accept the recommendation found in the formal report.
- *Secondary*: Employees of RAC Inc., the legal department of RAC Inc., as well as current RAC Inc. employees who may be transferred to South Korea may all be affected by the primary audience's decision. In addition, the potential employees in South Korea who would work for RAC Inc. also make up this audience.
- *Auxiliary*: Other employees not involved with the expansion effort into South Korea and any Americans or South Koreans who will read about the expansion in the news serve this role.
- *Watchdog*: Stockholders of RAC Inc., the South Korean government, the Securities and Exchange Commission (SEC), the U.S. Department of Commerce, and other companies that may want to expand internationally to South Korea all have economic, social, and political power. Competitors of RAC Inc. already in South Korea (Samsung and LG) may also pay close attention.

Indicate what you'll discuss briefly and what you'll discuss in more detail. This list should match your audiences' concerns.

Topics to Investigate

We plan to answer the following questions in detail:

1. What information does RAC Inc. need to know about South Korean culture, politics, economy, and workforce to be successful?

All items in list must be grammatically parallel. Here, all are questions.

- Culture—What differences exist between Korean and American cultures that might influence the move?
- Politics—How will relationships between North and South Korea and relationships between the U.S. and South Korea affect business with South Korea?
- Economics—What is the current economic state of the country? How could free trade between the U.S. and South Korea affect business?
- Workforce—What is the available workforce? How will the economy of the country affect the overall workforce?

2. How should RAC Inc. adapt their business practices to successfully expand into the South Korean market?

- Competition—Who is the competition in South Korea? How could they affect the business?
- Location—What city could RAC Inc. expand to for production of the slate tablet? Where should they locate the headquarters? Where should they host the initial product launch?
- Slate Tablet—What changes, if any, are needed to market and sell the product in South Korea?

(Continued)

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3. What other issues may RAC Inc. have by introducing their product into South Korea?

- Business Culture—How will the differences in business culture influence the expansion to South Korea?
- Technology—To what extent will the advanced state of South Korean technology influence marketing the tablet?
- Marketing—How will competitors' similar products sold in South Korea influence business?
- Integration—How receptive are the people of South Korea to new products from different companies and countries?

If it is well written, "Topics to Investigate" section will become the "Scope" section of the report—with minor revisions.

If you'll administer a survey or conduct interviews, tell how many subjects you'll have, how you'll choose them, and what you'll ask them. This group does not use a survey.

Methods and Resources

We expect to obtain our information from: (1) various websites, (2) articles, and (3) interviews with a native South Korean. The following websites and articles appear useful.

If you're using library or web research, list sources you hope to use. Use full bibliographic citations.

Central Intelligence Agency. (2011). *The world factbook: South Korea*. Retrieved March 18, 2011, from <https://www.cia.gov/library/publications/the-world-factbook/geos/ks.html#>.

Fackler, M. (2011, January 6). Lessons learned, South Korea makes quick economic recovery. *The New York Times*. Retrieved from http://www.nytimes.com/2011/01/07/world/asia/07seoul.html?_r=2.

Jeon, Kyung-Hwan. (2010, September 7). Why your business belongs in South Korea. Retrieved from <http://www.openforum.com/articles/why-your-business-belongs-in-south-korea-kyung-hwan-jeon>.

Life in Korea. (n.d.). Cultural spotlight. Retrieved March 31, 2011, from <http://www.lifeinkorea.com/Culture/spotlight.cfm>.

This list uses APA format.

Your list of sources should convince your instructor that you have made initial progress on the report.

Ogg, E. (2010, May 28). What makes a tablet a tablet? *CNet News*. Retrieved March 19, 2011, from http://news.cnet.com/8301-31021_3-20006077-260.html?tag=newsLeadStoriesArea.1.

Settimi, C. (2010, September 1). Asia's 200 best under a billion. *Forbes*. Retrieved from <http://www.forbes.com/2010/09/01/bub-200-intro-asia-under-billion-10-small-companies.html>.

UK Trade & Investment. (2011). 100 opportunities for UK companies in South Korea. Retrieved March 19, 2011, from <http://www.ukti.gov.uk/export/countries/asiapacific/foreast/koreasouth/item/119500.html>.

U.S. Department of State. (2010, December 10). Background note: South Korea. Retrieved March 18, 2011, from <http://www.state.gov/r/pa/ei/bgn/2800.htm>.

World Business Culture. (n.d.). Doing business in South Korea. Retrieved March 19, 2011, from <http://www.worldbusinessculture.com/Business-in-South-Korea.html>.

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Qualifications *Cite knowledge and skills from other classes, jobs, and activities that will enable you to conduct the research and interpret your data.*

We are all members of JASS LLC who have backgrounds in finance, accounting, computer science, and technology. These diverse backgrounds in the business and technology world give us a good perspective and insight for this project. In addition, we are all enrolled in a business communication course that provides us with knowledge on producing high-quality documents. We are dedicated to producing a thoroughly researched report that will provide solid evidence on the feasibility of an international expansion for RAC Inc. into South Korea.

Work Schedule

The following schedule will enable us to finish this report on time.

Activity	Total Time	Completion Date
Gathering information	12 hours	March 30
Analyzing information	8 hours	April 2
Organizing information	4 hours	April 7
Writing draft/creating visuals	8 hours	April 10
Revising draft	3 hours	April 12
Preparing presentation slides	3-4 hours	April 14
Editing draft	3 hours	April 17
Proofreading report	3 hours	April 18
Rehearsing presentation	2 hours	April 20
Delivering presentaion	1 hour	April 21

Good reports need good revision, editing, and proofreading as well as good research.

Allow plenty of time

Time will depend on the length and topic of your report, your knowledge of the topic, and your writing skills.

Call to Action

We are confident that JASS LLC can complete the above tasks as scheduled. We would appreciate any suggestions for improving our project plan. Please approve our proposal so that we may begin work on the formal report.

It's tactful to indicate you'll accept suggestions. End on a positive, forward-looking note.