

ENC 3250, ASSIGNMENT 4 OUTLINE

RESEARCH REPORT, BUSINESS PROPOSAL, or BUSINESS PLAN

Samples of Outlines Submitted by Students

DIRECTIONS: Submit the outline within the body of an email, not as a separate attachment. The subject line of the email should be: **Lastname_3250_4_outline**. You will not be allowed to change the chosen topic, so think about this carefully. Your choice should be neither unchallenging nor overly complex. It should, however, be of value in your career plans. Read the assignment directions in the syllabus carefully before preparing the outline. Note that all Assignment 4 submissions will be carefully checked for plagiarism through the use of the SafeAssign® software provided by USF.

SAMPLE 1: Business Report

Working Title

Tenant Renegotiations Department: Today and Tomorrow

Statement of Topic and Thesis

This report will focus on the current status of the Tenant Renegotiations Department of a telecommunications tower company and the future vision for the department.

The report will be from the perspective of the manager of this department, which was recently formed. The report will be delivered to the Executive Vice President of Sales and Marketing. The current status portion of the report will give details on resources, completed work and the financial impact to the company in the last quarter. The future portion will detail projects to be completed, goals to be achieved and resources needed for the upcoming quarter. The impact of the Nextel/Sprint and Cingular/AT&T mergers on the department will be evaluated since these are the company's biggest customers. The conclusion will present recommendations for senior management.

Expected Research Sources

This is a true-to-life scenario and I am the manager of the Tenant Renegotiations Department. I will do industry research on the Nextel/Sprint and Cingular/AT&T mergers.

I expect to use articles from trade journals as well as these companies' web sites plus information revealed through a search of GOOGLE NEWS, business databases at the USF library, and relevant professional interviews among my associates and instructors. In some cases, information will be labeled as "confidential and proprietary" because of the nature of the source.

SAMPLE 2: Business Proposal

Working Title

Proposed NBA Professional Referee Management

Statement of Proposal Topic

My business proposal will be to the National Basketball Association.

My proposal to them will be as a management company for the NBA Referees. My fictional company will provide security services such as background checks of each referee, game-by-game evaluations of each referee and year-round training of their referees based on the current NBA rules and regulations.

We will cite various inconsistencies in the manner in which games are being managed by the referees. We will also put a plan in place to evaluate these inconsistencies along with our security and training services to ensure the integrity of the game is being upheld.

My company will not only want to provide this management service but we will eventually want to be a separate entity along with the referee union and provide basketball official services to the NBA. We believe that these services will not only improve the current performance of game officials but restore the lack of confidence most fans have with the NBA game.

Expected Research Sources

I plan to use available articles found in print and on the internet and will be interviewing NBA officials, business executives, and team owners to gain perspective and strengthen this proposal.

SAMPLE 3: Business Plan

Working Title

Business Plan for Opening a Marine & Auto Upholstery Business

Statement of Plan Topic

This business plan will focus on all aspects of starting an auto and boat upholstery shop. Since I used to work as an upholsterer for my dad's business, I have considerable knowledge of what it takes from a financial, managerial, operating, and marketing standpoint.

This plan will consider the best way to go about starting operations. It will take into account the investment needed to cover the initial costs such as renting or buying a building. I will consider the cost of equipment necessary for this type of business such as tools, materials, and industrial-quality sewing machines. This plan will also include the marketing strategy that will develop and grow our customer base and a break-even analysis. I will apply Porter's Five Forces in a SWOT study to forecast the marketing and financial viability of the business.

Expected Research Sources

Since I have experience in this type of business, I will review potential competitors and suitable suppliers through interviews, internet research, review of public databases, and local business professionals. I plan to confer also with my business professors, volunteers at the Service Corps of Retired Executives (SCORE), local venture capitalists, and government regulatory agencies to gain practical insights into the risks and opportunities inherent in this type of enterprise in our area.

IMPORTANT: The business plan option is open only to students with knowledge and experience in business accounting, marketing, management, and/or entrepreneurial investment. Send me proof of this along with the outline.