

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. Review the assignment directions in the syllabus and relevant lectures carefully before preparing the outline. Note that all Assignment 4 submissions must be submitted via Canvas so that they can be checked for plagiarism through the TurnItIn® software provided by USF.

SAMPLE 1: Business Report

If you believe your topic would be better handled as a **FEASIBILITY REPORT**, see these links:
http://en.wikipedia.org/wiki/Feasibility_study
<https://www.prismnet.com/~hcxres/textbook/feas.html>

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.

SAMPLE OUTLINE FOR ASSIGNMENT 4 AS SENT BY EMAIL TO INSTRUCTOR

Use this email style and format for what you submit by the deadline stated in the course syllabus. This goes into the BODY of your email message, not in a separate attachment. Adapt the content for your particular submission and course. Include the required audio codes at the end of the message. Instructor will respond promptly to the outline submission.

From: James Student <jstudent@mail.usf.edu>
Subject: Student_3250_4_Outline
Date: Month Day, Year at _____ [time]
To: Prof. T. Roberts <tr@sar.usf.edu>

Working Title

Cashing in On the Land of Many Lakes'

Statement of Topic and Thesis

This report will focus on the expansion of our current heating, air conditioning, and appliance sales and service into Highlands County, Florida.

The report will be from the perspective of a co-owner and active participant in the daily activities of the company. The report will be delivered to my business partner _____.

The current status section will discuss where the company is at presently and will list all of the assets the R.M.L. Service Company has to date. It will include a complete list of real estate holdings, vehicles, and inventory.

The future portion will discuss the initial startup of service in Highlands County, the resources needed including financial impact, employees, and equipment. The conclusion of these results will be shared with my business partner _____.

Expected Research Sources

R.M.L. Service Company is an actual business that I am in partnership with. This report will be very useful to the company as we have considered expanding to Highlands County.

I plan to utilize information regarding population, income per household, and homeowners in my report as made available in state and federal statistical documents and in the business press. I also plan to contact air conditioning companies in Highlands County for information on service call rates and labor rates.

AUDIO CODES

WEEK

Slide x _____

Slide y _____

Slide z _____

WEEK

Slide x _____

Slide y _____

Slide z _____