**Adv marketing/ Business Management**

**Fortune 500**

**Corporation Report**

**200 points**

Your report must be a minimum of four (4) pages, typed, double spaced, font size 12, one inch side margins, and numbered pages. Include a cover sheet with information vertically and horizontally centered. More than one internet source should be used. Include a source page with the web sources used. The purpose of the report is informative and analytical. The paper should not only inform the reader about company, evaluate the company’s operation/purpose, and analyze the company’s success/failures. The following sections must be included as side headings and in the following order:

* History (when founded, by whom, where, why, how, size of the company then and now)
* Home Office
* Corporation Products/Services
* Corporation Goals/Vision – mission statement
* Social Responsibility (charities, emphasis on helping others, etc.)
* Corporate news and info/recent news
* Competition (analysis their major competitors, market share, )
* International Operations (foreign country operations)
* Successes/Failures (best products/ideas and those that bombed)
* Management Structure (CEO salary, perks, etc.; board of directors; chairman; etc.)
* Financial Analysis (debt verses cash, income, sales, profit)
* Stock Analysis (price history, etc.)
* Summary – would you invest or work for this corporation. Why or why not

Side headings must appear as follows:

Side Heading

The side heading should be underlined. The paragraph following the heading should be tabbed one time. (do not include information in parentheses in the side heading)

**Grading:**

Sections Covered .............................................................................................................. 20 points/

Each topic clearly covered and discussed in detail.

Content ............................................................................................................................. 90 points/

Little if any quoting, paraphrasing evident, information is clear and relevant.

Original and creative well written complete paragraphs

Sources listed

Grammar, Sentence Structure, Punctuation ................................................................ 25 points/

Must show evidence of proof reading. Additional points will be deducted if spelling, etc. is poor.

Formatting ......................................................................................................................... 15 points/

Style, appropriate font style and size, section spacing, side headings, pages numbered. Sources listed.

Analysis ............................................................................................................................. 50 points/

Demonstrates and develops ability to analyze a business from research and create an informed opinion about investment or career opportunities.

**Total 200 points/**