



Final Exam

Prospectus Report

Length: 2-4 Pages, Double Spaced, MLA Style and Format

Content

We learned about what makes a company fail in our "Post Mortem Report" midterm. Your final exam to be about a company (of your choosing) that you believe will be successful in the future. I want you to think deeply about a product or service that will be in demand in the future and write about them as if you were presenting to a group of investors. Select a company to profile that you think will be successful providing this product/service. The company you select may be old or new, and can be privately held or publicly traded but you will likely find the most source material on companies that are newer and publicly traded.

You can choose any company you want other than Amazon, Tesla, or Apple. These companies have received far too much media attention in recent years and I want to challenge all of you to research something that is new to you.

Introduction (1-2 Paragraphs):

Describe the business type and the product/service they offer. In this chapter include their key leadership or founders and any information you can find about their organizational structure. Tell your audience how they are funded, and their vision/market strategy. Your thesis statement will inform your reading audience why you believe they will be successful.

Maslow's Hierarchy of Needs (1 Paragraph)

Which specific need group or category does this business, product, or service satisfy? Explain.

Business Environment (3-5) Paragraphs:

In the body of your paper, describe the current business climate (Political, Environmental, Social, Technological, Economic, Legal) and how your selected company will be successful in that environment.

Describe the company's market strategy, and target audience/consumer base, and how that audience or consumer base will grow in the future. What are the company's long-term goals, and what milestones do they need to complete in order to get there?

Risks and Opportunities (1-2 Paragraphs):

What reason, if any would this company fail? Do they have a path to profitability, do they have standards that will be difficult to uphold? Can they grow their operation to meet consumer demand? Are their product imitators or tough competition? What if the culture and business environment changes?



Conclusion: (1-2 Paragraphs)

In your conclusion, you want to summarize what you’ve found in your research, reiterate your thesis statement, can make a recommendation to your audience to count on this company or organization to do well in the future.

Rubric

Criteria	Description	Points Possible	Percentage
MLA / APA	Consistent MLA or APA format and style throughout your paper	20	10%
Presentation	Your paper is free of errors, looks and reads like a final draft. You separate each section with unique headings, “Introduction, Business Environment, etc.”	20	10%
Thesis	A thesis statement that informs the audience why you believe this company, product, or service will be successful in the future.	30	15%
Course Knowledge	The use of 4-5 key terms from your textbook chapters and videos viewed to date - bold them to ensure they are counted	30	15%
Critical Thinking	A thoughtful discussion in your body paragraphs supported by research	50	25%
Introduction	Introduce your company in a creative way, and tell your reader what to expect on their journey.	20	10%
Conclusion	Restate your thesis statement, and reiterate the best points of your argument in the body paragraphs	10	10%
Sources	Your paper uses academically appropriate sources, which are cited in text and on a works cited page. A minimum of two outside sources should be used, and one of them needs to have been accessed from a TMCC Library Database.	20	10%
EXTRA CREDIT (Writing Center)	You make an appointment with the TMCC writing center and have your paper reviewed by one of your peers. Submit document proof of your visit with your paper (visit slip, email, screenshot, etc.)	15	+ 7%
EXTRA CREDIT (Smarthinking.com)	Your paper is reviewed by Smarthinking.com and changes/recommendations have been implemented	07	+ 3.5%