

Summer 2020 BUSN 333- 001
FORMAL BUSINESS PROPOSAL

The Setting for this Assignment

Your CEO has just finished a long flight. They are stranded in the plane on the tarmac at the airport due to a mechanical delay. Their laptop has died. It is up to you to produce a full PowerPoint presentation for them to present one hour after they leave the plane. You must produce not only the visuals but also the notes for your CEO to follow and complete references showing where you got your information. Make sure your CEO looks well-informed in front of a business audience! They must be able to confidently deliver your error-free presentation and be able to clearly show how the research was done.

Due Date:

Tuesday, July 7, 2020 – upload to Assignments >> Individual Business Proposal.

What is the presentation about?

Choose **one** of the following topics. Note that each one of these topics will involve a significant amount of research to be completed.

Topic A: Business Proposal

As noted above, your CEO has traveled across the world to make a presentation to potential investors in South Korea. The business idea is up to you and it can be anywhere in the world. Although the investors are Korean, the business does not have to be in Korea. Make your best “pitch” of your best possible entrepreneurial idea that would need investment. Assume there are no international barriers or restrictions on investment. You will need to show how the invested money would be used, the potential ROI, a market analysis and plan, and a five-year plan for growth.

Topic B: Fundraising

As noted above, your CEO has traveled to Vancouver, BC to make a presentation to potential corporate fundraisers. Your company, Belleaqua, produces bottled water for consumer use in Canada. Recent negative publicity for the bottled water industry has caused your CEO to make an effort towards sustainable, responsible corporate citizenship. She has decided to start a not-for-profit foundation to raise money towards ensuring that all First Nations communities in Canada have safe drinking water. There are 300 attendees at the event where your CEO will be speaking. She hopes to raise at least \$1M at this event and to secure the sponsorship support of at least three other high-profile corporations to join Belleaqua in creating this new and important non-profit foundation.

Topic C: New Corporate Direction

As noted above, your CEO has traveled to London, UK to make a presentation to the company’s board of directors. Your company, Belleaqua, produces bottled water for consumer use in Canada. Recent negative publicity for the bottled water industry has caused your CEO to design a new bottle return policy for Belleaqua’s products. This would greatly reduce the amount of plastic currently finding its way to landfills and into the oceans. The first bottled water company to successfully launch such a program will be seen as a leader in environmental sustainability. The CEO needs to convince the board to invest \$15M in developing and launching this program. This will significantly reduce corporate and shareholder earnings for 2020.

See next page for more details.

What are you going to hand in?

You will create and submit:

- An outline – in the same format we have been using in class
- A reference page in APA
- A PowerPoint presentation

Follow the example of the PowerPoint template. The PowerPoint should include:

- a cover slide, with all the information noted in the template.
 - Notes section should include suitable introductory remarks for your CEO
- an agenda slide
 - Notes section should include short notes on each agenda point
- a minimum of six slides – maximum of nine slides – representing the content of the presentation, including APA in-text citations ON EACH SLIDE
 - Notes section **for each slide** should include complete information that needs to be presented
 - I expect to see at least one data chart with quantifiable data and a detailed explanation in the notes section
 - I should see 100-200 words in the notes section PER SLIDE.
 - I should see at least one APA in-text citation per every 100 words in the notes area.
- one or more final slides which reproduce the reference page containing your source information (APA format).