DUE – WEEK 11
(DEC 2 @ 11:59 PM)

- Assignment #2 is due on the day of class in Week 11.
- It is a written assignment
- It must be submitted in the drop box on the course web site.
- It will be vetted using Turnitin.

Task – To write a business report on one of the two companies shown below. You are writing this report because senior management in your company is interested in possibly acquiring this company. Your job is to analyze the information available on your chosen company, and make a recommendation

Choose one of the following companies:

https://www.goodnatured.ca

http://www.alphaprotech.com/

- Produce an informal report on one of these two companies.
- Report should be designed to persuade your audience to take a particular action (either to try and acquire your analyzed company or not.)
- You can use a direct or an indirect approach depending on whether you believe your recommendation will be well received or not. Just be consistent.
- You are required to combine everything covered in chapters 10, 11 and 12, including report writing and persuasion.
- This means that AIDA should inform the development of this report and there must be a call to action at the end of the document.

Blending Four Major Elements in Successful Persuasive Messages

Figure 10.4 The AIDA Strategy for Persuasive Messages

	STRATEGY	CONTENT	SECTION
A	Attention	Captures attention, creates awareness, makes a sales proposition, prompts audience to read on	Opening
I	Interest	Describes central selling points, focuses not on features of product/service but on benefits relevant to the reader's needs	Body
D	Desire	Reduces resistance, reassures the reader, elicits the desire for ownership, motivates action	Body
A	Action	Offers an incentive or gift, limits the offer, sets a deadline, makes it easy for the reader to respond, closes the sale	Closing

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- This report is to be informal (but that does not mean unformatted).
- It must be 1500 words or less. (Do not pad in order to reach 1500 words. If you can get it done in 700, more power to you.) Beyond that, it is your job to make it readable, attractive and interesting.
- One (but only one) graphic can be included if it helps to make your point clear. However, there is no grading specifically for the graphic.
- I use a word count limit because that allows a great deal of freedom in font, white space, headings and other aspects of the report.
- Finally, even though you would likely NOT include them in an actual business report, all aspects of proper APA referencing are required. (Your reference page is not included in the 1500-word count but everything else is.)

Task – To write a business report on a small to medium sized publicly traded company that has been identified for you. (There are two choices, and you get to select one of the two.) Assume that you have been instructed by senior management in your company to evaluate this company to determine if it is worth acquiring. Assume this is a hostile takeover of the target company, meaning that your company will use it money to buy a controlling interest in the other company. Your job is to analyze the information available on your target company and make a recommendation.

Choose one of the following companies:

https://www.goodnatured.ca

http://www.alphaprotech.com/

You are to produce an informal report on one of these two companies. This report must be designed to persuade your audience to take a particular action (either to acquire your analyzed company or not.) You are required to combine everything covered in the lecture on weeks 7 and 9, including report writing and persuasion. This means that AIDA should inform the development of this report and there must be a call to action at the end of the document. Pay particular attention to the AIDA structure and the direct versus indirect report structure.

Assume you are writing this report from inside your company. This means you are not an employee of either of the possible takeover targets and not an external consultant. You work directly for the company asking for the evaluation. This implies a certain type of format, but you must determine what that is. You may need to create a logo for your company.

Regardless, this assignment does not specify anything about appearance because deciding that is part of the assignment. Further, no examples will be given for the same reason.

This report is to be informal (but that does not mean unformatted). It must be 1500 words or less. Beyond that, it is your job to make it readable, attractive and interesting. One (but only one) graphic can be included if it helps to make your point clear. However, there is no grading specifically for the graphic. I use a word count limit because that allows a great deal of freedom in font, white space, headings and other aspects of the report. Finally, even though you would likely NOT include them in an actual business report, all aspects of proper APA referencing are required. (Your reference page is not included in the 1500-word count but everything else is.)

This assignment is worth 20% of your final grade and late submissions will be penalized at a rate of 10% per day. Regardless, the dropbox will close on the LAST DAY OF CLASS. The informal report should be on letterhead (you design it). The assignment must be submitted in the drop box on the course web site before 11:59 OF YOUR CLASS IN WEEK 11

Integrity checking (Turnitin) will be used on all assignments. I believe you will be able to see the results of that check if you submit your assignment early, but only the last version of your assignment will be kept and graded. The report MUST be in the following formats (WORD - .doc or .docx or Rich Test Format - RTF) Submission of a PAGES file will result in an automatic reduction in your grade and a demand to resubmit. If it is resubmitted, it will be graded but the penalty will be imposed.

The report MUST be in the following formats (WORD - .doc or .docx, PDF or Rich Test Format - .rtf) Submission of a PAGES file will result in an automatic reduction in your grade and a demand to

resubmit. If it is resubmitted, it will be graded but the penalty will be imposed.

RUBRIC

Your Score	Max	Category / Subcategory	
	*	***Did a basic analysis on this company including***	
	2		product
	2		status
	2		revenue
	2		evaluation of future value
	*	***Set things up as persuasion***	
	2		Attention - report started with something to gain attention
	2		Interest- there was a section to build interest regardless of direction
	2		Desire - the text makes us interested or opposed to this company
	2		Action - there is a clear statement of what we are supposed to do.
	3		Made a clear recommendation and conclusion
	*	***Flow***	
	2		Transitions and change of ideas are handled smoothly
	2		Conclusions follow from arguments and analysis
	2		Formatted as an informal report
	2		Proper headings and components
	2		Properly used components to establish whether or not this is direct or indirect.
	2		Used one of the assigned companies
	*	***Format and Presentation***	
	3		Overall Readability - Could be read and understood easily
	2		Headers, format and structure help readability
	2		White space helps readability
	2		Did not use more than 1 graphic
	3		Sentences simple and clear
	3		No run-on sentences, jargon or words not used accurately
	3		No spelling or grammar errors
	*	***References***	
	3		In text citations
	1		References present
	3		Proper APA reference page.
	2		Used 1500 words or less
	2		At least one element in the write-up is exceptionally presented
Your Score	***Max***	***Mark***	
0	60		0%