

**TITLE OF THE REPORT**

*(BE CERTAIN TO INCLUDE THE WHO, WHAT, WHEN,  
WHERE, WHY, AND HOW ANSWERS)*

**PRESENTED TO  
NAME  
POSITION  
COMPANY**

**PREPARED BY**

**Your name**

**DATE  
OF SUBMISSION**



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**PROVIDE WIDER VARIETY OF MERCHANDISE, SERVICES, MARKETING**

*Need a sentence or two of transition to lead into each major section. Never two headings back to back—always use transition between all levels of headings in the body of the report.*

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**Include Two More Brands of Outdoor Clothing/Recreation Equipment**

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XXXXXXXXXXXX, as shown in Figure One. (remember to refer reader to visual)

**Figure One**  
**Top Outdoor Brands for 2020**  
(review requirements for visual titles)



Source: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
(review visual source notations)

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XXXXXXXXXXXXXXXXXXXXXXXXXXXX (in text citation) in text citations, endnotes, or footnotes may  
be used; this sample report shows only in text citations—do be certain that the first word  
used in the in-text citation is the exact word used to alphabetize the source on the  
Bibliography or Works Cited/Consulted) XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
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**Consider Bay City Outlets**

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## **APPENDIX C: Pre-SWOT Analysis**

*(Need Minimum of Three Items in Each Category for both Pre- and Post-SWOTs)*

### Strengths

- 1.
- 2.
- 3.

### Weaknesses

- 1.
- 2.
- 3.

### Opportunities

- 1.
- 2.
- 3.

### Threats

- 1.
- 2.
- 3.

## **APPENDIX D: Post-SWOT Analysis**

### Strengths

- 1.
- 2.
- 3.

### Weaknesses

- 1.
- 2.
- 3.

### Opportunities

- 1.
- 2.
- 3.

### Threats

- 1.
- 2.
- 3.