**All assignments must be turned in on LiveText. No exceptions.**

Speaking outline must be uploaded to LiveText before presentations are made.

You must work in teams. Those teams will consist of between 2 and 4 people. All team members must be present when you present.

You may “fire” a team member from your team, but this will incur a 10% penalty for each team member fired, so use this option only as a last resort.

*Pick your team members wisely.*

**Written Presentation Guidelines for Final Project.**

* All papers must be in APA format and follow all APA guidelines.
* 12 to 15 pages in length.
* Double Spaced
* 12-point font.

Your final product will have:

1. Cover page in APA format
   1. Cover page must have all team members’ names.
   2. Cover page must have an abstract explaining what the paper is about.
2. 10 to 12 pages of solid content as described below
   1. Be succinct in your writing. You are not writing a novel, so avoid verbosity to stretch the word count.
   2. Analyze the case/episode. You can bring in outside resources to make your point, but you should stick to the case/episode for most of your content.
   3. In-text references in APA format.
3. Works Cited Page in APA format

Failure to do this will result in point deduction penalties. Also, I have added a guide in the materials section of iTunes to help you understand what a proper research paper should look like.

**Oral Presentation Guidelines for Final Project.**

In addition to the Written Paper, you will also present your findings to the class. You can use PowerPoint, Keynote, or Prezi to develop the presentation. For the presentation, I will need the following:

1. 1 slide each for the sections listed in the paper.
2. Follow the Six by Six rule (Google it).
3. Minimal animations (they take up too much storage space). Incorporate graphics (pics, charts, graphs, etc.) to tell the story of the company. You can include a Lynn University Logo as long as it does not get in the way of the actual work.
4. Presentations will be *no more than* 15 minutes in length.
5. A Formal outline (available in the materials section) with the sources cited.
6. Speaking Outline presented before class.
7. Formal Outline and copies of visual aids uploaded to LiveText.

**Paper and Presentation Topic**

Throughout the semester, we have watched several episodes of The Profit on CNBC. You will pick an episode of The Profit and analyze it in the same manner. Then, you will present your findings to the class. In essence, you will teach the class all about what was going wrong and what Marcus Lemonis did to help turn around the business. Although the following suggest some questions you should answer, it is not a comprehensive list. Simply answering these is not enough. Dig deeper.

1. Strategic Vision
   1. What was the overall strategic vision? Did this make sense given the people, processes, and product?
   2. What about the location, customers, supply chains, etc. Did they fit with the strategic vision?
   3. What about the future of the business? Did the strategic vision work to drive the business forward into the 21st Century?
   4. What was lacking in the Strategic Vision?
2. People
   1. Which of the people in your episode seemed to have the most at stake?
   2. Where the managers, owners, principles, etc. savvy business people? Why or why not?
   3. What did they do wrong? What did they do right?
   4. Did the people have interpersonal relationships that got in the way of doing business? Why and how? Could they overcome this?
   5. How did the people get to the point where they could not handle the business? Keep in mind that folks don’t just build a business to the point of millions in revenue without doing something right.
3. Process
   1. Describe the processes the previous owners/managers used to deliver the goods or services to the customer.
   2. Did this process work? What was right and what was wrong about this process?
   3. How did the process fit with the overall strategic vision? How did it fall short?
   4. Don’t forget to add sections on:
      1. Supply Chain Management, Resources, and Inventories
      2. Finance and Accounting
      3. Marketing, Packaging, and Brand Management
      4. Process Selection and Design
4. Product
   1. Describe the product in detail.
      1. What was it about this product that appealed to customers?
      2. Where did it fall short?
      3. Could it be changed? If so, how?
   2. What was the need that the product met?
      1. What are the features?
      2. What are the benefits?
      3. How was the product positioned in the marketplace?
   3. What was the price point?
      1. Was this sufficient?
      2. How did it compare to other similar products?
   4. What was the target demographic for the product?
      1. Did it have mass appeal or was it a niche product?
      2. How did the previous owners try to market the product?
      3. Where did they fail?
5. What did Marcus Lemonis do?
   1. What problems did he run into when trying to help the business owners?
      1. Why were they hesitant?
      2. Do you think they had a right to be?
   2. Do you think the offer that Marcus made to the owners was fair?
      1. How much does he value the business at?
      2. Could they have done better? How?
      3. Would you have taken his deal?
   3. What was the new strategy that Marcus put in place?
      1. People
      2. Process
      3. Product
      4. Did the new operations strategy work?
6. How is the business doing now?
   1. Dig deep and see if you can find a website, sales numbers, etc.
   2. Do a before and after if possible.
   3. Where are they going from here?
   4. How much did Marcus help them?
7. What would you and your team have done differently? Why?

So, you are writing part of the paper which is the “people” section, and it should be 2 pages in text. Don’t write it as what the whole paper should be about. Also, include PowerPoint slides related to the pages.