

Group Presentation – Business Profile

Start a fictitious business in partnership with your group members. Your company cannot be a franchise of a real company or have the same name as a real company. It can, however, be loosely based on a company you work at now or may have worked at in the past. Note the following:

- Your company can be a not-for-profit or for-profit. Note that this will determine your customers, staff, organizational structure, and revenue generation.
- Your company can be a sole proprietorship, partnership, corporation, limited liability company, or nonprofit organization.
- A corporate profile normally include appropriate financials, however, this will not be required for this assignment.

Create a business profile for your business, answering information found below:

QUESTIONS TO ANSWER

1. What is your company's name?
2. What type of business is your company?
3. Is it for-profit or not-for-profit?
4. What is the ownership structure of your company?
5. What is the company's business model?
6. What is your company's Mission Statement?
7. What is your company's Vision Statement?
8. What product(s) or service(s) does your company provide?
9. Define a target market for your small business.
10. How many employees does your company have and what departments do they work in?
11. What type of internal communication tasks does your company do?
12. What type of external communication tasks does your company do?

FORMAT

You are required to follow the outline below for formatting your company profile. Divide your profile into the following sections in the following order:

1. Company Description
2. Mission Statement
3. Vision Statement
4. Target Market
5. At-a-Glance Statistics
 - a. Employees
 - b. Departments
 - c. Internal/external communications

REQUIRED

1. Submit the written company profile for grading.
2. Prepare a presentation to introduce your company to the class.