Case Study | Part 1

The Case Study will begin here in Unit 2 and will be completed in Unit 4.

For Part 1, you are to complete Problems BTN 1-8 on page 48, and BTN 3-8 on page 155. The company you use must be the same company throughout the case. The BTN 1-8 problem narrative tells you to interview a local business and the BTN 3-8 problem narrative tells you to select a local company to visit in person. The following suggestions are included to help you select your company:

1. If you work for a company that is willing to participate, you may use your own company.
2. If you do not work, or if your company would not be an appropriate choice in your case, you may choose a local company willing to participate.
3. If none of the above is an available option, you may choose to use data from any company you select as long as data is available.

The first thing to present in the case will be an introduction to the company. For example, what industry, products, services, market, customer base, competitors, etc. Then, complete all 3 required sections for BTN 1-8, and all 5 requirements for BTN 3-8. Include a Conclusion section in your paper to summarize your case.

Your paper must be presented in a single Word document. The paper must be between 5 to 7 pages in length, not including the title and reference list pages. The paper must use proper APA Publication Manual, 6th Edition formatting, including title page, Running head, and reference list with properly formatted citations in the body of the paper.

When you have completed the case study, upload your Word document to the Unit 2 Assignment 2 Case Study Dropbox before 11:59 PM (ET), on Tuesday of Unit 2. Name your assignment filename using this format: LastName_FirstName_Unit#_AssignmentName. For example, this assignment will be named:

Smith_Joan_Unit02_Assignment2_CaseStudy1.

Assignments submitted late will be subject to the Late Policy described in your Syllabus.