Introduction. APA 6th now requires all headings to be bold. The heading above can either be the title of your paper. or you can call it the introduction, either way they should serve the same purpose. The introductory paragraph should describe the issue at hand, and what you will be discussing in the remainder of the paper. The last sentence of the introduction should include your thesis statement which explains what you’re going to talk about in the paper. Usually it will list the topics covered (which will be each of your supporting paragraphs). Never use first person in an academic paper such as “I” “Me” “We” etc…unless your opinion is specifically requested. In business the writing is also factual and objective. The Snack Industry/Wheat Thins History This is where you include the history of Wheat Thins, the ups and downs and why it’s an excellent example of the power and limitations of brand extension. Talk about advertising (include any examples) Brand Evolution (level 3 headings, left justified upper and lower case) Talk about how the brand has changed over the years. The new flavors available now and any other enhancements made to the product and any industry trends that may have affected changes made to Wheat Thins. Do these changes serve the brand well? Is it a good representative of industry trends. Add as much additional information you can find that supports your findings. Competitive Set Talk about how the competition is trying to keep pace with changing market activity. Are they following the same lead as Wheat Thins? How have they evolved and are they still in business today? Conclusion Your conclusion should pull the entire report together. You should summarize the entire findings by first stating what you sought to achieve, what you did, and what you found out. References On a separate page and doesn’t count toward page count nor does the cover page: must include three scholarly source in addition to the text. Try to use scholarly sources like business journals, not Wikipedia! Use the library and only business magazine or newspaper articles from the internet. Use at least two sources. APA requires all headings to bold with the exception of the introduction, however it is not wrong to bold it and a good habit to get into so you will ensure all your headings are. The first line of every new paragraph should be indented five spaces and the paragraph sentences should be double space. . The headings you should create to reflect the meaning of the question with just a few short words, this is just my example Make sure this is on a standalone page and your references should be in alphabetical order by last name.