This is an individual final project that will include a research paper. · Your paper should be an 6-8 page double-spaced, with one-inch margins and 12-point font · All papers to be submitted to Canvas · Grades will be based upon the strength of analysis, the quality of the research, and the demonstration of the subject matter. Below is a sample outline for your review Instructor Notes & Suggestions · Select a business or an organization that you have some interest in or would like to understand more about · The size of the company is not important, but you need to understand the business so you can do the research and propose the recommendations · It can be a smaller private company or public · Research the foundation of the business model · The primary focus of the paper is to identify a Business and/or Operational Deficiency in the business that can be improved upon. (Every business has areas of improvements needed) · What has made the business successful and how has it changed within the last 5-10 years · Primary focus of this paper is to drill down into 1 or 2 areas of the business that you can research and propose a plan to improve the current situation Sample Paper Outline · Introduction and overview of the business model · Short overview of the industry o Competitive Landscape – Who do they compete against? · SWOT Analysis · Timeline of major events over the last 5-10 years o Any key events or initiatives that they business has taken on. · Overview of the Business and/or Operational Deficiency that you have uncovered in the business o What are your recommendations for improving it? o What do think is an achievable timeline to complete the change / improvement? o Who do you believe will need to be the decision maker in the business to approve this change? o Any idea of cost to make this improvement? (It can be a rough estimate) o What is the long-term gain for the business · Summary & Conclusion · Listing of your outside research sources Level of Research · List a minimum of 3-5 outside research elements (as needed) · All sources must come from creditable publications & sources · APA format not required