

## **BusM 496R & 199R - Company Report Explanation**

The purpose of this paper is to help you gain knowledge about the company, which will better prepare you for the experience. The paper should be 5 – 8 pages in length, double spaced.

The company report is due by the midpoint of your internship.

Please use each section below as subheadings in your report to avoid missing anything.

The company report deals only with your internship sponsor company; reserve information about your particular internship experience for the learning report. The company report should be somewhat formal, as if you were presenting it to someone seeking to invest in the company.

### **History/Background – 10%**

The history section should explain how the company was started, by whom, and how it has grown and changed to become what it is today.

### **Products/Services – Pricing and Promotion – 20%**

This section should give enough information to understand pricing for the products and/or services of the company. This information should be clear and as specific as possible. Rather than saying the company offers “lower prices,” which does not mean too much, a relative example such as “10% below industry average” will convey the necessary information if the company’s product or pricing structure does not allow for exact amounts. (i.e. “We sell product X for \$300.”)

### **Target Market – 10%**

This section should state and describe the type of person or business on which your company’s sales and/or services are focused. There should be enough information for someone who is not familiar with your company to understand the intended target market.

### **Financial Strength – 10%**

Financial strength should include information normally found on financial statements. State the amount of profit, growth, gross revenue, etc. If the company is private and financial statements are not available, state that in the report; you will not be responsible for researching private documents. It should be obvious that research was done for this section.

### **Human Resources – Benefits and Career Opportunities – 15%**

This section should explain benefits available to employees of the company, usually insurance benefits, reduced rate services, or other things the company does for its employees. State the career opportunities for a full-time employee who is advancing in the company.

### **Company Organization – 10%**

The company organization section should explain the general management tree and operations structure of a company to someone who does not know anything about the company. Charts or graphs are good helps, but they should not be used in place of describing how management works, or just to take up space.

### **Future Plans – 10%**

This section relates to the future plans of the company. What will the company attempt to accomplish in the next few years?

### **Conclusion – 10%**

This section should be a good ending to tie up your thoughts and complete the paper.

### **Grammar and Spelling – 5%**

Please read over your paper once or twice before submitting it in order to eliminate grammar or spelling errors.