

A2: Business Profile Assignment

OVERVIEW: For this assignment, you will create a profile for *your own* (fictitious) company—e.g., Your company cannot be a franchise of a real company. Please note that this is different from the syllabus. Also, keep the following in mind:

- Your company can be nonprofit or for-profit, but there are significant differences in customers, staff, organizational structure, and revenue generation for these two types of businesses.
- Your company can be a sole proprietorship, Limited Liability Company, a corporation, or a nonprofit corporation.
- Your fictitious company cannot have the same name as a real company. However, it can be loosely based on a company you work at now or may have worked at in the past.
- Normally, a corporate profile will include key staff and appropriate financials. However, because this is a fictitious company, we won't be incorporating those components.

CONTENT: In your profile, you will be expected to answer the following questions:

1. What is your company's name?
2. What type of business is your company?
3. Is it a for-profit or nonprofit corporation?
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 or service 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: Although you need to answer the above questions, you will follow a required outline for how to format your profiles:

- **Divide your profile into the following sections** in the following order:
 - Company Description
 - Mission Statement
 - Vision Statement
 - Target Market
 - At-a-Glance Statistics (employees, departments, internal/external communications)
- Please use Arial font, single-spaced, font size 10.5, 1-inch margins.

DUE DATES:

A2 Draft—Tuesday, February 5

A2 Final—Tuesday, February 12