Final Project: Trend Analysis Proposal

You are the new Strategic Planning Analyst at __________, a competitor of your selected Fortune Future 50 Company. Your CEO has been watching the Future 50 Company with great interest, admiration, and admittedly…envy. They are determined to make next year’s list. The CEO has heard about your excellent research skills and knack for predicting the pathway for industry trends.

CEO Query:

Write a 4-5 page Trend Analysis Proposal which details the success formula of your Future 50 Company. The Proposal must demonstrate why they have been successful and identify the 1-2 trend(s) that make them a leader in your industry. The CEO wants you to then extrapolate your research findings to see how they could apply this formula to your company. Finally, the CEO is counting on you to predict where the trend will go next or imagine what the newest trend will be so as to jump ahead of your competitor. Craft powerful recommendations based on your thesis of how your company can make next year’s Fortune Future 50 list.

Like you, the CEO has a background in research, so there are high expectations for your work. The following sources are required:

1. Use at least five (5) reputable sources from the following MCU Library Databases, your NYT Book Club Selection, and your Google Alert.
   a. Business Source Elite (Academic Search Premier/EBSCO Host) – (Required)
      i. Peer-Reviewed Scholarly Journal Articles (1 or more) (Required)
      ii. Trade Journal/Publication (1 or more) (Required)
   b. NYT Book Club Selection (Bad Blood, Dare to Lead, Shoe Dog, or Maid) (Required)
   c. D&B Hoovers – Company Research/Data
   d. First Research – Industry Research/Data
   e. Statista – Statistical Industry Data
   f. Google Alert (for News/Press Releases only)


3. Watch the instructional videos under “Library Research Resources” under Content on our class site. https://my.marymountcalifornia.edu/d2l/le/content/62345/Home?itemIdentifier=D2L.LE.Content.ContentObject.ModuleCO-273887

4. Students may use their Google Alert for News/Press Releases only. They must use the MCU Library Databases for their research and not Google.

5. Do not use ProQuest as it is not as powerful for business research.

6. Do not cite Wikipedia as it is unreliable.
Specific Requirements:

1. Write a 4-5 page Trend Analysis Proposal.
2. May use 2-3 medium-sized charts, graphs, infographics, and/or photographs.
3. Use APA citation for both your in-text citation and References page.
   a. See Purdue Owl for basic APA citation rules. 
      https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html
   b. References page will be the last page (either page 5 or 6).
4. See Business Writing Today Chapters 5, 6, and 9.
5. See the Syllabus for both draft and final deadlines.

Recommendations:

1. Choose a real company in the industry to work for.
2. Make specific recommendations with powerful research to support your ideas.
3. Follow Business Formatting by using headings, sub-headings, bullet points, and numbering.
4. Reports/Proposals do not contain To/From or Dear/Signature.