[Heading]

Name (Your Name)

Assignment Name (Uber)

[meeting date], [crn]

Date (08-20-2016)

**Overall note: My efforts are to get you to write a dry, objective document. That means I do not want hyperbole and fluffy comments that are meant to hype or fill space. I want a straightforward report that discusses the topic at hand. I’m trying to convert your writing from college assignments to a professional reports. Lastly, dry and objective does not mean that your writing cannot flow well.**

This is your introduction paragraph. I would like you to select one concept / topic from the textbook and introduce that concept here. This should be a brief overview that gets the reader on the same page. You may select more than one concept and provide a more elaborate discussion where the selected concepts are interwoven for a grander message. However, I would recommend that you stick to one topic so that you can later discuss it thoroughly. This will also keep your argumentation more manageable.

This is your next paragraph that will set the stage for the firm. The firm is operating in an environment and for your analysis to make sense, you need to identify and construct that environment for the reader. Tell me what the industry is. Tell me how big it is in terms of $$$. Tell me how the industry is structured in terms of the competitors and if there are clusters or patterns that form. What is the size of our considered company to the industry in terms of market share and how the pattern identified earlier (if any) pertains to our focal company. All of the information you use should be contained within the same general time period. A year or two is OK and maybe more if needed but you can’t use information that is decades apart as things change over time. I’m not looking for a historical summary of the company, people – I’m looking for a snapshot of the current competitive environment with numerical metrics to gauge a sense of scale / magnitude.

For this next paragraph, now that I understand the environment, provide a thorough discussion of the concept in a general sense. I don’t want you to relate the concept to the firm just yet. This paragraph is only about the concept in a conceptual sense – in its framework sense that applies to a wide range of conditions because of its generalizability. Discuss this concept and provide a greater understanding of the theoretical environment that the reader can pair with the above industry overview.

Finally, apply the concept just discussed to the specific firm. While this appears to be a much shorter paragraph in this template, this will contain a sizable amount of information and could in fact be more than two paragraphs if necessary. You technically have until the end of this page to fill with this content.

Note: You have 2 pages to work with. Paragraphs are your friends (and mine)

Note: You must include citations, its ok if they are on the next page (won’t be counted towards the page limit).