**Term Paper / Final Presentation Project in English 2**

**Task:** Select an existing company in Oman and identify one (1) of its major problem then write a short report of about 500 words. Your report should include the following:

 Title

 (name of the company+ task )

-enter

**-** enter

 A. Background (150 words )

 (Basic information of the company such as brand name, type of the product , origin owner ,brand image + 1 major problem )

B. Strategies.

This refers to the actions to be taken to solve the identified problem . ( 3 strategies)

General sentence introducing your set of strategies :

The following strategies are sought :

Or

The following strategies have been approved by the Board Directors :

Or

These strategies have been recommended and approved by respective authorities :

Or

These are the approved strategies ;

1. Identify Strategy 1. explain + objective

**Ex.**

 1. Market Reserach . The company should conduct market reasearch /to identify what customers wants and needs .

-enter (space)

2. IdentifyStrategy 2. expalin +objective

-enter (space)

3. Identify Strategy 3. expalin +objective

 C. Risk .

(Identify at least one possible obstacle in each of your listed strategy ).

-enter (space)

\* .Identify Risk for Strategy 1. Explain the risk and how to mitigate / deal with it .

\* Identify Risk for Strategy 2. Explain the risk and how to mitigate / deal with it .

\* Identify Risk for Strategy 3 . Explain the risk and how to mitigate / deal with it .

D. Opportunities .

This refers to the positive impact /effect of your listed strategies.

* .Identify Opportunity for Strategy 1 . Explain the opportunity + positive impact.
* Identify Opportunity for Strategy 2. - Explain the opportunity + positive impact
* Identify Opportunity for Strategy 3 . Explain the opportunity + positive impact

E. References

To provide (a book or article) with citations of sources of information. (atleast 3 )

**Format Requirements:**

Titles: Font size 16

Text font size 12

Font style: Calibri body

Headings: double space

Text: single space

**Page Requirements**:

A4 size paper / Microsoft Document

Minimum of 3 and maximum of 5 pages