



Course Resource

# Project 5—Final Report Template

## Memo: Please use this template



Maryland Creative Solutions

### 1. Title page

- states the client organization, selected country, the client's product, type of legal structure, and the alliance partner
- date submitted
- your name
- course title, course and section number
- professor's name

### 2. Table of contents

- page numbers for each major section

### 3. Executive summary ([http://polaris.umuc.edu/ewc/web/exec\\_summary.html](http://polaris.umuc.edu/ewc/web/exec_summary.html))

- summarizes the results of your analysis and how you arrived at the recommendation

- belongs on a separate page from the introduction to the report
- Start your executive summary as follows: “Business Plan for [selected client organization] to enter [selected country] \$(size of market in US Dollars) market for [product/service] through a [type of legal structure] with [selected alliance partner].”

#### 4. Introduction (first page of report body)

- states the purpose of the report
- explains what the report will do
- introduces the industry, country, and client's name

#### 5. Marketing strategy

- market analysis
- characteristics of potential customers in the country
- use of web networks and social media for e-marketing

#### 6. Governance and CSR

#### 7. Financial projections

#### 8. Strategy implementation

#### 9. Conclusion

- Summary of the recommendations and rationale

## 10. Reference

- APA-style reference page

## 11. Appendices

- if needed

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