

Butterflies Unlimited



EXPANDING OVERSEAS: Preparing Our Team

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Prepared For:

Butterflies Unlimited International Team

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Iam Head, Vice President
International Expansion Team
Butterflies Unlimited
11055 Fifth Avenue
New York, NY 55555

29 October 2017

Dear Mr. Head:

Enclosed is our report on the expansion of Butterflies Unlimited to Kenya. We have researched the business culture in this country in order to prepare a team to contact a company in Kenya.

In this paragraph, discuss the methods you used to gather information. Also state what you did NOT cover (briefly).

In a sentence or two, discuss your positive and negative experiences.

In this paragraph, state your recommendations.

In the closing paragraph, issue your call to action. Thank the VP and International Expansion Team for allowing your team to pursue this project and ask for future projects.

Closing phrase,

*Ima Student
Director*

*Hes A Dude
Team Member*

*Shesa Dudette
Team Member*

*There Pare
Team Member*

EXECUTIVE SUMMARY

In one to three paragraphs, summarize the following:

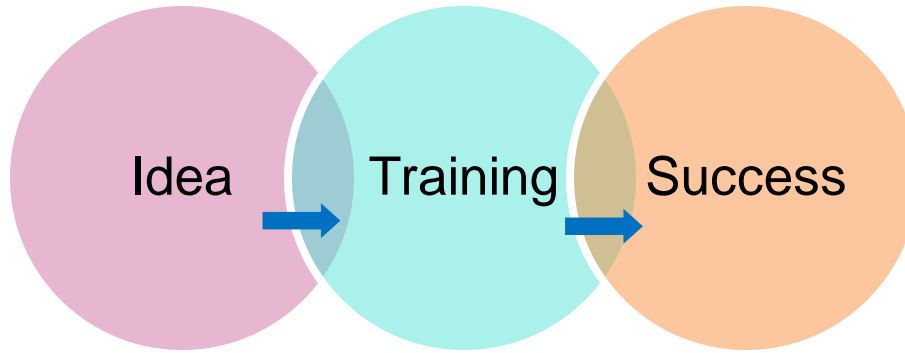
- 1. The purpose of the project*
- 2. The background/history (briefly) that led to this project*
- 3. The main findings of the report*
- 4. Your recommendations (Do you think that your company can adapt to this country?)*

This summary should give each member of the International Expansion Team all of the information in the report without him/her having to read the entire report.

Remember: Business writing uses short paragraphs!

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INTRODUCTION

In one or two sentences, introduce what you are doing and why you are doing it.

PURPOSE

In one or two sentences, state the purpose of your report

SCOPE

In one or two sentences, state the scope of your report. The scope is: What does this report cover?

LIMITATIONS

State 2 or 3 limitations of your report. These are the common areas that you did NOT cover such as financial stability of country, economic trends, etc.

ASSUMPTIONS

In one or two sentences, state the assumptions of your report. What HAS to be true for this report to be acted on? (Ex: The company needs to stay fiscally sound. OR The region needs to stay Ebola-free.)

METHODOLOGY

Explain what sources you used for your information—Internet, interviews, etc.

BACKGROUND OF EXPANSION DECISION

Present the background of your company, including the culture of your company. This should be one or two paragraphs.

KENYA

Introduce this section in a short paragraph. (Your team should order these items so they make sense.)

BUSINESS CULTURE AND ANALYSIS

This is the data you collect on Kenya. The analysis is how easily you think your business can adapt to the business differences.

CULTURAL UNDERSTANDING AND ANALYSIS

This is the data you collect on Kenyan culture. The terms that we learn for Test 3 should be presented and analyzed in this section. The analysis is how easily you think your business can adapt to the cultural differences.

DINING ETIQUETTE

This is the data you collect on Kenya.

[Insert all of the other topics that you are investigating in the following pages.]



RECOMMENDATIONS

List recommendations for the International Expansion Team. What action does your team recommend that the Vice President and International Expansion Team take?

A call to action can be included here.

This recommendation(s) should be the same in the Letter of Transmittal and the Executive Summary.

REFERENCES

First reference. The text begins at the left margin of the paper. Lines are single-spaced.

Alphabetize your entries by the first word in the entry!! When the entry is longer than one line, the second line is automatically indented.

References, Additional. Remember: ALL sources listed in the Reference list HAVE to have an intext citation within the text. ALL intext citations HAVE to have a source in the References list.