Assignment 1

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Objectives:

1. Explain the steps involved in preparing a management report.
2. Prepare a management report for a given scenario.

Scenario:

A company is planning to launch a new product. The management needs to prepare a report to assess the feasibility of the project and recommend any necessary changes. The report should include the following sections:

1. Executive Summary
2. Market Analysis
3. Product Development
4. Manufacturing
5. Sales and Marketing
6. Financial Analysis
7. Conclusion

Instructions:

1. Write an executive summary that outlines the purpose of the report and provides an overview of the key findings.
2. Conduct a market analysis to identify the target market and竞争对手.
3. Discuss the product development process and the key technological challenges.
4. Analyze the manufacturing process and potential production costs.
5. Develop a sales and marketing strategy for the product.
6. Perform a financial analysis to estimate the return on investment and profitability.
7. Conclude with a summary of the key findings and recommendations.

Submission:

The report should be submitted in a professional format, including a title page, executive summary, main body, and references. The report should be no more than 10 pages long.