Instructions for the written report

This is an individual assignment. You may work with and/or share information with your teammates, but each person submits his/her own report. Each student only has to write one report for the quarter. You may choose to write a report for Project 3, or wait and do the report for Project 4.

Written report instructions for Project 3: Write a 1-2 page memo to your boss (for example, the CEO of the company), explaining the results of your research. You may assume your boss understands the basic concepts, such as marginal profit, demand curves, etc.

Include the following…

1) The quantity and price that you recommend
2) The anticipated profit
3) Whether or not to advertise and/or purchase new equipment that lowers variable costs
4) Reasons for your decisions. This will be the longest part of the report. Include information that will convince your boss that you made the correct decision. Include at least one graph. It is not necessary to include every detail.

Written Report Evaluation:

Correctness........................................................................................................20 points

1) conclusions are correct and clearly explained
2) reasons for the decisions are correct and clearly explained

Style......................................................................................................................20 points

1) The written report should have professional quality
2) Written with Word or similar word-processing software
3) No spelling or grammar mistakes
4) Well organized, simple and direct
5) Mathematical notation written correctly. For example, $q^3$ instead of $q^\cdot3$ or $q^3$. You may use Equation Editor or a similar mathematical typesetting software.
6) Graphs are labeled appropriately (for instance label “q” for quantity) and easy to read

Total.....................................................................................................................40