



Company Case Study

Purpose: The purpose of this assignment is to enable students to investigate a company of choice to find out its purpose, values, challenges to Covid-19, and business strategies. Then, you will compile your insights into an engaging digital product to share with your peers.

A. Background Information: **Day 1:** Sign up for your company, and make sure no one else has your company. Then, complete the background information. Go to the company website to find the initial information.

1. Who is your company, and what does it do?
2. When did your company begin, and where was it created? Why was it created?
3. How many employees work for the company? What skills do these workers have?
4. Who are the company's major competitors in the market?
5. How does the firm differentiate itself, or make its product/service unique from the competitors? (consider: physical product, distribution, packaging)
6. What type of firm structure do you think your company falls within, and why?

Read about the structures [here](#). or [on ReviewEcon](#) It might be monopolistically competitive, an oligopoly, or a monopoly, based on your findings.

B. Current Statistics: Day 1 + HW

1. Who is the current CEO of the company? What is his/her background?
2. What is his or her vision for the future of the company?
3. Who are the major consumers (demand) of this company? Describe the users of this market and how the company might make its demand more inelastic (branding/ads/uniqueness).
4. Look at [Google Finance](#), [SEC.Gov](#) or the company website to find out: the net income, the revenue, stock value, and the growth for the company in the last year. Explain the meaning of these numbers.

Net income:

Revenue:

Growth:

Stock value:

Meaning of these values:

5. How did the pandemic impact this company?
6. How did your company have to change production or its operations amidst Covid-19?

C. **Present-Day Information** **Day 2**: Find an article related to this company, written in the last **3 months**.

Resource:

Date Written:

Link:

MLA Citation:

7. What significant findings did you read with regards to the company?

8. What interesting connections can you make to Unit 3 (Producer Behavior)? Use [vocabulary words](#) from the unit.

9. What troubling information might arise out of this article?

D. **Reflection:** **Day 2** - Respond to the final question with regards to your company.

10. What aspects of this company did you find attractive as a future employee or a future business owner? What is a major takeaway or lesson learned?

E. **Digital Compilation:** **Day 2 + HW**: Compile your information into an engaging digital product to present to your peers. This product should have **MINIMAL TEXT** and mainly have key information and images or graphics.

Rubric - Slides Creation (50% of grade)

Aspect	Description	Points Possible	Points Received
Intro: 1 slide or section	The speaker explains what the company chosen is, and why he/she selected this company specifically.	5	
Background - 2 - 3 slides or sections	The slides include a brief background of the company with KEY PHRASES and images or a timeline to highlight the information. The majority of the detail is in the speaker notes.	10	
Current Statistics: 2 - 3 slides or sections	The slides include current statistics about the company with KEY PHRASES and images or graphics to highlight the information. The majority of the detail is in the speaker notes.	10	
Current Event - 1 slide or section	The slide includes a present-day UPDATE about the company with KEY PHRASES and images or graphics to highlight the information. The majority of the detail is in the speaker notes.	10	
Conclusion - 1 slide or section	The slide includes a final wrap-up or takeaway with KEY PHRASES and images or graphics to highlight the information. The majority of the detail is in the speaker notes.	5	
Design	The design of the slides is unique and from SlidesGo or is an Infographic from Canva or unique design from Keynote. The final product has minimal text with key statistics and many visuals to highlight the findings. These visuals include pictures of the people/business/operations. There are minor/no errors in typing with consistent formatting and a cohesive eye-catching design.	10	