**Company Profile Project**

***Directions:***

1) Pick one corporation from the list of the top 100 companies from the

Fortune 500 (***if you do not know what that means, please***

***look it up***).

2) Find the following and report on it. Some responses could be a

sentence; others may need to be several paragraphs. Make sure

you research the following information from ***reliable*** sources:

* The company’s logo and motto
* The company’s headquarters (include picture)
* The company’s leadership (officers and board members) (Include pictures of the ***top four*** officers of the company) \* List only the ***names*** of the board members.
* Its ***current*** stock price (You will need to update this on the day that you are presenting.
* Brief history of the corporation
* Description of what the company does/is doing and how it is structured (ex. ***Business structure, ex. Corporation, Partnership***)
* Competitors and how the company is doing against the competitors

3) You must create a short presentation (Google Presentation, Prezi, etc.)

conveying the important aspects of your work.

4) You must role play (dress like a representative of the company and

bring a prop to enhance your presentation). Select your level in

the company: officer, manager or lower level employee and dress

accordingly.

5) Include a works cited page in MLA format.

**Assessment:**

Depth/accuracy of information/analysis (40 pts) \_\_\_

Quality of presentation (30 pts) \_\_\_

Quality of research (20 pts) \_\_\_

MLA Works cited page (10 pts) \_\_\_

Total (100 pts)