Assignment: Business Brief

In this assignment, you will create a business brief based on the following information.

As a consultant for ABC Widgets, you have been hired to conduct an initial screening to help determine the location for a new factory that will employ 100 workers. Due to the generic nature of its product, the company has great flexibility in locating the plant, and your job is simply to narrow the search by identifying the best state for further research. Working from a short list of two states -- California and Michigan -- analyze the “Why California” and “Why Michigan” articles reprinted from the states’ economic-development web sites, as well as the “Top States 2013: Overall Rankings” article and statistical table compiled by business-news cable channel CNBC. (Refer to Background Dossier.) Then write a short business brief (no more than two pages) recommending one of the two states to the ABC Widgets board of directors.

A business brief is a form of communication that quickly brings a decision-maker up to speed on the relevant facts and considerations necessary to make a fully informed decision on some issue or situation that needs attention. Your goal, therefore, is to provide concise, relevant, and persuasive background, including an analysis of the key data you have identified. As you present this background, you should be thorough but succinct, choosing details that will give board members a full understanding and excluding details that are extraneous. After your discussion of the background, which will represent the bulk of your brief, present a clear recommendation justified by your findings.

Cite your sources using APA documentation style for in-text citations. You do not need a works cited page.