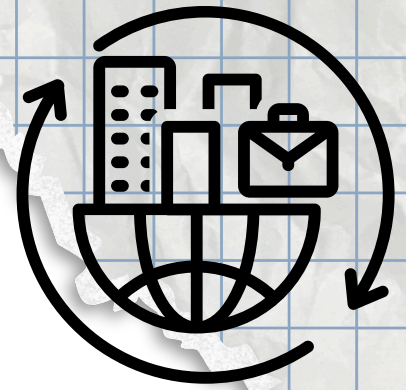


Creative Projects



BUSINESS/MANAGEMENT

Project 1: Business Operations Review

In this project, you will explore the world of business and management by analyzing how companies operate. You will examine organizational structure, services, and customer strategies to understand what makes businesses effective and competitive. Using your research, you will identify trends and make recommendations for improvement.

Step 1: Study Companies (4-5 hours)

Study 5-8 companies (local businesses, national brands, or startups).

Record the following for each:

- Company name and industry
- Organizational structure (small team, corporate, franchise, etc.)
- Products or services offered
- Target customers
- Customer service strategies (loyalty programs, communication, experience, etc.)

Step 2: Organize Your Data

- Create a comparison table or chart (Excel or Google Sheets)
- Clearly display all companies and their details
- Group or sort in a meaningful way (by size, industry, or strategy)

Step 3: Analyze Business Strategies

Step 3: Analyze Business Strategies

Identify patterns such as:

- Common organizational structures
- Effective customer service strategies
- Differences between small and large businesses
- Approaches that lead to strong customer engagement

Answer:

- What trends do you notice across businesses?
- What strategies make companies successful?
- What challenges do businesses face today?

Step 4: Make Recommendations

Based on your findings, answer:

- What should businesses do to improve operations and remain competitive?

Provide 2-3 specific, realistic suggestions and explain them.

Examples might include:

- Improving customer experience
- Streamlining operations for efficiency
- Strengthening communication or branding

Final Deliverables (2 Completed Projects) ★

1) Comparison Table (Required)

A clear chart or table showing your **5-8 companies** and their details

2) Strategy Analysis (Required)

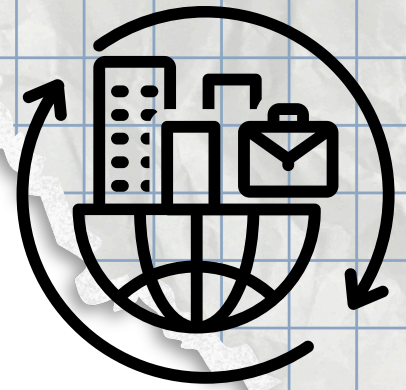
Choose one format:

- 1-2 page written summary
- OR
- 10-12 slide presentation

Your analysis must include:

- Overview of companies studied
- Key business trends
- Explanation of effective strategies
- Your recommendations for improvement

Creative Projects



BUSINESS/MANAGEMENT

Project 2: Business Improvement Plan

In this project, you will take on the role of a business manager or consultant. You will analyze a company and propose improvements focused on efficiency and customer service.

Step 1: Select a Business

Choose one company (real or fictional)

Determine:

- Type of business
- Target customers
- Current strengths and weaknesses

Step 2: Analyze Current Operations

Examine:

- Workflow and organization
- Customer service practices
- Communication and branding

Take notes on:

- What is working well
- What could be improved

Step 3: Develop Improvement Plan

Create a plan that includes:

- Specific improvements to operations or customer service
- Explanation of how each improvement will help the business
- Realistic and actionable ideas

Step 4: Create Action Steps

Develop a clear list of steps needed to implement your plan.

Include:

- Short-term actions
- Long-term strategies

Final Deliverables (2 Completed Projects) ★

1) Written Proposal (Required)

A detailed explanation of your business improvement plan

2) Action Steps List (Required)

A clear list of steps needed to implement your ideas

3) Extension Activities

- Create a business pitch presentation
- Develop a brand identity (logo, mission statement, etc.)