

Center all text on the title page.

Slated for Success

Use a large font size for the main title.

RAC Inc. Expanding to South Korea

Use a slightly smaller font size for the subtitle.

Prepared for

No punctuation.

Ms. Katie Nichols

CEO of RAC Inc.

Grand Rapids, Michigan, 49503

Name of audience, job title, organization, city, state, and zip code.

Prepared by

No punctuation.

JASS LLC

Jordan Koole

Alex Kuczera

Shannon Jones

Sean Sterling

Allendale, MI 49401

Name of writer(s), organization, city, state, and zip code.

Month Day, Year *Date report is released.*

Figure 18.6

Segments of a Formal Report (Continued)

The students in this group designed their own letterhead, assuming they were doing this report as consultants.

JASS LLC

1 Campus Drive
Allendale, MI 49401

Month Day, Year *Enter current date*

Ms. Katie Nichols, CEO
RAC Inc.
1253 West Main Street
Grand Rapids, MI 49503

Dear Ms. Nichols:

This letter uses block format.

*In paragraph 1, release the report.
Note when and by whom the report
was authorized. Note the report's purpose.*

In this document you will find the report that you requested in March. We have provided key information and made recommendations on a plan of action for the expansion of a RAC Inc. slate tablet manufacturing plant into South Korea.

*Give recommendations
or thesis of
report.*

Our analysis of expansion into South Korea covered several important areas that will help you decide whether or not RAC Inc. should expand and build a manufacturing plant in South Korea. To help us make our decision, we looked at the government, economy, culture, and most important, the competition. South Korea is a technologically advanced country and its economy is on the rise. Our research has led us to recommend expansion into South Korea. We strongly believe that RAC Inc. can be profitable in the long run and become a successful business in South Korea.

*Note sources
that were
helpful.*

JASS LLC used several resources in forming our analysis. The Central Intelligence Agency's *World Factbook*, the U.S. Department of State, World Business Culture, and Kwintessential were all helpful in answering our research questions.

Thank the audience for the opportunity to do the research.

Thank you for choosing JASS to conduct the research into South Korea. If you have any further questions about the research or recommendation please contact us (616-331-1100, info@jass.com) and we will be happy to answer any questions referring to your possible expansion into South Korea at no charge. JASS would be happy to conduct any further research on this issue or any other projects that RAC Inc. is considering. We look forward to building on our relationship with you in the future.

Sincerely,

Jordan Koole

Jordan Koole
JASS Team Member

*Offer to answer questions
about the report.*

*Center initial page numbers at the
bottom of the page. Use
a lowercase roman
numeral for initial
pages of report.*

Figure 18.6

Segments of a Formal Report *(Continued)*

Main headings are parallel, as are subheadings within a section.

Table of
Contents does
not list itself.

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References.

Add a "List of Illustrations" at the bottom of the page or on a separate page if the report has many visuals.

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Figures and tables are numbered independently.

Line up
right margin
(justify).

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Report title.

Many audiences read only the Executive Summary, not the report. Include enough information to give audiences the key points you make.

RAC Inc. Expanding to South Korea

Start with recommendation or thesis.

Executive Summary

To continue growth and remain competitive on a global scale, RAC Inc. should expand its business operations into South Korea. The country is a technologically advanced nation and would provide a strong base for future expansion. Slate tablet competitors of RAC Inc. in South Korea are doing quite well. Since RAC Inc. can compete with them in the United States, we are confident that RAC can remain on par with them in this new market.

The research we have done for this project indicates that this expansion will be profitable, primarily because the South Korean economy is flourishing. The workforce in South Korea is large, and finding talented employees to help set up and run the facility will be easy. In addition, the regulations and business structure are similar to those in the United States and will provide an easy transition into this foreign nation. The competition will be fierce; however, we believe that RAC Inc. will be profitable because of its track record with the Notion Tab in the United States.

Provide brief support for recommendations.

To ensure a successful expansion, JASS LLC recommends the following:

- 1. RAC Inc. should establish its headquarters and manufacturing plant in Busan.**
 - Purchase a building to have a place to begin manufacturing the Notion Tab.
 - Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
 - Explore hiring South Koreans; the available workforce is large.
 - Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
 - Market and sell the product in both Busan and Seoul.
- 2. After one year RAC should determine the acceptance and profitability of the expansion.**
 - Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
 - Compare and contrast first-year sales with a competitor's similar product.
- 3. If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.**
 - To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.
 - Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Language in the Executive Summary can come from the report. Make sure any repeated language is well-written!

The Abstract or Executive Summary contains the logical skeleton of the report: the recommendation(s) and supporting evidence.

A running header is optional. This one includes the main title on the left and the page number on the right.

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1

Introduction *Center main headings.*

To avoid getting left behind by competition in global expansion, RAC Inc. has contacted JASS LLC to perform an analysis about expanding into South Korea. JASS has researched South Korea to determine if RAC Inc. will be successful in expanding into this foreign market.

"Purpose" and "Scope" can be separate sections if either is long.

Topics in "Scope" section should match those in the report.

If you collected original data (surveys, interviews, and observations), tell how you chose your subjects, what kind of sample you used, and when you collected the information. This report does not use original data; it just provides

Purpose and Scope

RAC Inc. is a successful business in the United States and has had substantial growth over the last five years. With their competitors beginning to venture into foreign markets to gain more global market share, RAC Inc. is looking to expand into the international market as well. The purpose of our research is to decide whether or not RAC Inc. should expand its business into South Korea.

Tell what you discuss and how thoroughly you discuss each topic.

This report will cover several topics about South Korea including their government, economy, culture, technology market competition, and possible locations. Our research will not include any on-site research in South Korea. We are also not dealing directly with the South Korean people.

List any relevant topics you do not discuss.

Assumptions cannot be proved. But if they are wrong, the report's recommendation may no longer be valid.

Assumptions

The recommendations that we make are based on the assumption that the relationship between North and South Korea will remain the same as of the first part of 2011. We are also assuming that the technological state of South Korea will remain constant and not suffer from a natural disaster or an economic crash. In addition, we assume that the process of expansion into South Korea is the same with RAC Inc. as it has been with other American companies. Another assumption that we are making is that RAC Inc. has a good name brand and is competitive in the United States with Apple, Samsung, LG and other electronic companies.

If you collected original data (surveys, interviews, and observations), tell how you chose your subjects, what kind of sample you used, and when you collected the information. This report does not use original data; it just provides

Methods *a brief discussion of significant sources.*

The information in our report comes from online sources and reference books. We found several good sources, but the best information that we obtained came from The Central Intelligence Agency's *World Factbook*, the U.S. Department of State, World Business Culture, and Kwintessential. These resources have given us much useful information on which we have based our recommendation.

These limitations are

listed because the students correctly assumed their teacher would want to know them. Limitations such as these would never be listed in a real consulting report, since they would disqualify the firm.

Limitations *If your report has limitations, state them.*

The information in the report was limited to what we retrieved from our sources. We were not able to travel to South Korea to conduct on-site research. JASS was also limited by the language barrier that exists between the United States and South Korea. Other limitations exist because we have not been immersed in the Korean culture and have not gotten input from South Koreans on the expansion of companies into their country.

Define key terms your audience will need to read your report.

Definitions

There are a few terms that we use throughout the report that we would like to explain beforehand. The first term is slate tablet, an industry term, which from this point on is referred to as a tablet. Another term we would like to clarify is the city Busan. Some sources referred to it as Pusan. From this point forward, we use only Busan. An abbreviation we use is GDP, which stands for gross domestic product. The South Korean and United States Free Trade Agreement signed in 2007 is abbreviated as KORUS FTA, its official name in the United States government.

Give topics in the order you'll discuss them.

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2

Criteria

This section outlines the criteria used to make the overall recommendation.

JASS LLC has established criteria that need to be favorable before we give a positive recommendation about South Korea. The criteria include the government, economy, culture, and market competition. We have weighted our criteria by percentages:

- Government = 20%
- Economy = 20%
- South Korean culture = 20%
- Market possibilities and competitors = 40%

We will examine each separately and give each criterion a favorable or not favorable recommendation. Market competition is weighted the heaviest and must be favorable or somewhat favorable for us to give a positive recommendation. Market competition can be given a favorable, nonfavorable, or somewhat favorable recommendation based on various external factors in the marketplace. We need a minimum of a 70% total to give a positive recommendation overall.

Triple-space before major headings and double-space after them.

Government

Headings must cover everything under that heading until the next one.

Begin most paragraphs with topic sentences.

South Korea is recognized as a republic government by the rest of the world. A republic government is a democracy where the people have supreme control over the government (South Korea: Political structure, 2009). This foundation makes it similar to the United States' democracy. There is a national government as well as provincial-level governments (similar to state-level governments) with different branches. Larger cities, like Seoul and Busan, have their own city government as well. The government is considered multipartied and has multiple parties vying for positions (South Korea: Political structure, 2009). The Republic of South Korea shares its power among three branches of government, thus providing checks and balances inside the government. The three branches of the government are the presidential, legislative, and judicial (U.S. Department of State, 2010). In this section, we will discuss government control, business regulations, taxes, free trade, and concerns about North Korea.

List subtopics in the order in which they are discussed.

Capitalize all main words

Government Control

of headings and subheadings.

It's OK to have subheadings under some headings and not others.

The Grand National Party (GNP) controls the major policy-making branches of the government. President Lee Myung-Bak and Prime Minister Kim Hwang-Sik are both members of the GNP. Winning control of the National Assembly in April 2008 (South Korea: Political structure, 2009), the GNP is considered the conservative party in South Korea and is similar to the Republican Party in the United States. Their policies favor conservatism and are considered pro-business (Grand National Party, 2011). RAC Inc. should not expect much interference from the government with their business venture into South Korea, unless the GNP loses control of the government in the next election.

Use subheadings only when you have two or more sections.

Period goes outside of parenthesis.

Business Regulations

South Korea ranks 16th on the ease of doing business index (World Bank Group, 2011a). This index measures the regulations that a government imposes on businesses and how easy it is to start and run a business in a given country. Factors this index measures include the ease of starting a business, doing taxes, and enforcing contracts. For comparison, the United States is ranked fifth on this list (World Bank Group, 2011b). While there are more regulations on business in South Korea, they are still near the top of the list. The relatively low rating on regulation can be due in part to the Grand National Party controlling the government. There are a few general regulations that RAC Inc. should know before going into South Korea. For more specific business regulations, RAC Inc. may need to do further research before expanding.

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5

Since the 1960s, the GDP has had only one dip, a result of the Asian Economic crisis in the late 1990s that affected most Asian countries. In 2004, South Korea became a part of the trillion-dollar economy club, making them one of the world's top economies (Central Intelligence Agency, 2011).

However the economy faces challenges in maintaining steady growth in the future. These challenges include an aging population, inflexible workforce, and an overdependence on exports. Right now, though, South Korea's economy continues to grow. Their industrial production growth rate was 12.1% in 2010, making them the 11th fastest-growing nation in the production industry. In 2010, their GDP grew by 6.8%, the 28th largest growth of GDP in the world (Central Intelligence Agency, 2011). This growth makes South Korea a viable place of expansion.

Refer to figure in the text. Tell what main point it makes.

GDP and Other Important Economic Measures

The official GDP of South Korea was \$1.467 trillion in 2010 (Central Intelligence Agency, 2011). This GDP is the 13th highest in the world. GDP measures the total value of goods produced by a country's economy. Figure 2 shows a comparison of GDP growth rates for top countries. GDP per capita in South Korea is \$30,200, which is the 44th largest in the world. This measures the output of goods and services per person in the country. It is also an indicator of the average worker's

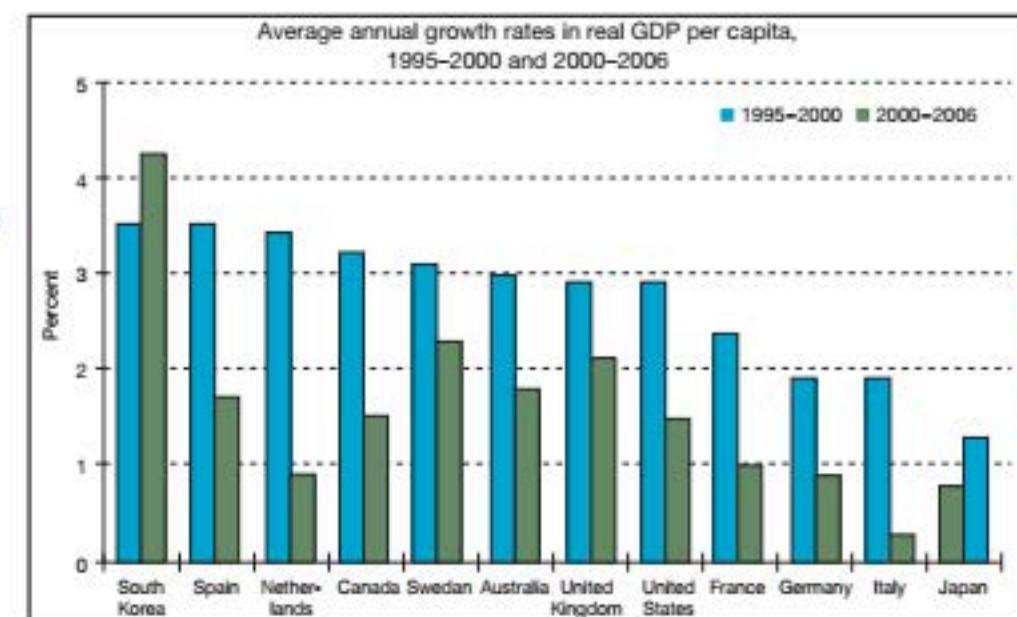


Figure 2: Comparison of GDP Growth Rates

(Source: U.S. Bureau of Labor Statistics, 2008)

Cite source of data.

Label both axes of graphs. See Chapter 16 for more information on creating data displays.

Figure captions need to be descriptive.

salary in the country. South Korea only has 15% of their population living in poverty. They have a labor force of 24.62 million which is the 25th largest labor force in the world, with an unemployment rate of 3.3% (Central Intelligence Agency, 2011). These numbers need to be considered when starting operations in South Korea. South Korea also has a service-driven economy with 57.6% of the country's GDP output in the service industry and 68.4% of the labor force employed in the service industry (Central Intelligence Agency, 2011). All of these numbers and high world rankings of the economic measures show that South Korea has a stable and healthy economy where a business could prosper.

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Conclusions repeat points made in the report. Recommendations are actions the audience should take.

Conclusions and Recommendations

11

Some companies ask for Conclusions and Recommendations at the beginning of the report.

All of the research that we have done supports the decision to expand into South Korea. The government, economy, and culture criteria all received favorable recommendations for a total of 60%. Market possibilities and competition received half support for an additional 20%. Together, South Korea has earned 80% based on our criteria.

Therefore, we believe that RAC Inc. could profitably expand into South Korea. The Notion Tab is a high-quality product, and it will be easily integrated into this technologically advanced country. In conclusion, we recommend that RAC Inc. should expand into South Korea.

To ensure a successful expansion, JASS LLC recommends the following:

1. RAC Inc. should establish its headquarters and manufacturing plant in Busan.

- Purchase a building to have a place to begin manufacturing the Notion Tab.
- Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
- Explore hiring South Koreans; the available workforce is large.
- Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
- Market and sell the product in both Busan and Seoul.

2. After one year RAC should determine the acceptance and profitability of the expansion.

- Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
- Compare and contrast first-year sales with a competitor's similar product.

3. If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.

- To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.

Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Because many readers turn to the "Recommendations" first, provide enough information so that the reason is clear all by itself. The ideas in this section must be logical extensions of the points made and supported in the body of the report.

Numbering points makes it easier for the audience to follow and discuss them.

Make sure all items in a list are parallel.

References *This report uses APA citation style.*

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Compare this list of sources with those in the proposal. Notice how the authors had to adjust the list as they completed research.

*List all the printed and online sources cited in your report.
Do not list sources you used for background but did not cite.*

*Sources for this report
continue onto a second page.*