**ENGL 317 Strategy Report Checklist**

**Company Profile**

* **basic story, CEO, HQ**
* **business model revenue sources**
* **comparative performance metric**

**Competitive Landscape**

* **topic heading and topic sentence identify key forces (not companies) which dominate landscape**
* **examples for forces tailored to company**

**Company Strategy**

* **topic heading and topic sentence state basic strategy relative to competitive landscape**
* **provides specific current or projected examples illustrating components of the strategy**
* **provides evaluation of the strategy**

**Millennial Appeal**

* **topic heading and topic sentence state specific millennials appeal**
* **explains relevance of appeal to Proximity clients; recommends client actions**