Student Name

Assignment Title

Colorado Technical University

Date

**Introduction**

Introduce the topics you will cover in your paper. Use 12-pt Times New Roman font, and double space and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The paper should be 3–5 pages (plus a title page and a reference page).

**Company Information, Mission Statement, and Product/Service**

Introduce your company by providing the name and background of your company, including the founders, history, current number of employees, and location. Also include hat your mission statement and the product or services you offer.

**Marketing and Advertising**

Add a copy of your logo that identifies your company or brand.

Insert your logo here.

What is the market for your global small business? Include regions served and competitors.

Insert your response here.

Describe the commercial that you would create for the product or services offered. Where would you place your advertisement (e.g., social media, TV, radio) and who is your target audience for your advertisement?

Insert your response here.

**Projected Financials and Growth Potential**

Financials: Include the projected operational financial needs for your organization and the potential investments needed.

Insert your response here.

Growth Potential: Include projected financial and market growth of the company for the next 5 years.

Insert your response here.

**Conclusion**

Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. Here are some examples of references cited in APA format:

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open, 10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). Where’s the boss? And what counts as “work”? *The Society Pages*. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge.

<https://login.proxy.cecybrary.com/sso/skillport?context=137758>