Unit 2 Individual Project

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Definition of the Segmentation Bases**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Description of Each of the Target Markets**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Analysis of Two Competitors and their Positioning**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Analysis of Competitive Advantages**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Development of Value Proposition and Positioning Statement**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. Using direct quotes does not show your mastery of the subject.

**Conclusion**

Add some concluding remarks-can be a sentence or two.

NOTE:

* If you are not at the end of **page 5** with content, your paper is too short (if you used graphs or charts, your paper should be longer)
* Do not insert extra spaces between paragraphs to make your paper appear longer.
* If your paper is beyond **page 7** with content, it may be TOO LONG. Discuss length criteria with your instructor.
* **Do not change the font or margins to make the paper appear shorter or longer**

**References**

NOTE: The reference list starts on a new page after your conclusion.