Prepare a report that clearly:

- Introduce a contemporary issue (with recent evidence and references, related to your degree, within a specific context and with a clear audience)

Your introduction should include the details of the problem by stating:

o Why does it happen?

o Where? Narrow the location/scope. Does it occur across the industry - in a particular country/in a particular circumstance?

o Who is impacted? E.g. Is it the supplier, buyer, customer, consumer, government, community?

o What policies, regulations guidelines impact your issue?

o How long has it been an issue? Will the issue become worse?

o What is happening in the external environment (past, present or future) that has, or will, affect your industry issue?

o Who will read your research project to work through your recommendations?

- State a precise research question

- Explain the research objectives

- Provide a critical analysis of secondary data and discussion of findings (well engaged with academic literature, theory and industry references)

- Write concluding remarks

- Provide creative & meaningful recommendations to resolve the industry issue