

Final Product Proposal

Introduction and Statement of Purpose

For my Final Product this year in Independent Study and Mentorship, I have decided to focus on the future. My Original Work consisted of creating an Opportunity Book or Game Plan containing the preliminary research, strategies, and case studies for the hotel industry. In terms of my product, I plan on adding to this plan and researching a completely foreign industry to me. I will continue to add more information/slides about hotels and explore another industry such as banking, senior living, apartments, restaurants, or storage facilities.

Overall, I will create a master PowerPoint containing all my potential opportunities for the future. As I progress through the rest of high school and college, I will add to this PowerPoint and learn about more unfamiliar topics. This Opportunity Book is useful for myself and will serve as an outstanding learning experience in order to differentiate myself from others. From within, there will have to be a significant commitment. In order to make this PowerPoint worthwhile and useful, I will need to think outside of the box for different things to learn. If time permits, I will add a section in each industry that outlines my initial plan in making my mark in that particular aspect of business.

Review of Skills and Research

In the creation of my product, the research topics that will prove to be instrumental in its creation are the articles/interviews focused on franchising and tips for entrepreneurship as a whole. With franchising, the Opportunity Book is focused on the industries I could enter and I would need to choose a franchise in the future. When I obtain a piece of land, I will need to know exactly what type of franchise I would like to put on it (ex. Holiday Inn Express & Suites). For my research focused on entrepreneurship, I have learned more about what it will take to start my own business. The research has truly guided me by showing me the character traits and work that will need to be done or acquired in order to reach my goals.

The skills that I have learned that will be essential in the creation of my product are those focused on thinking outside of the box. There will be a necessity to continue challenging myself and thinking of new ideas for the Opportunity Book. It must be a representation of my future potential and has to be very detailed containing quality information. I must brainstorm ideas for the most important aspects and make sure that it is meaningful for me.

Methodology

1. Talk to professionals and see their recommendations on what to include in my research
2. Complete case studies for hotels and banks
3. Do more preliminary research – dig deeper into more complicated topics this time around
 - a. Ex. EB-5 Capital
4. Research more about banks and the specifics
5. Start creating presentation for banking section
6. Finalize PowerPoint and then move onto another industry

Materials

- Laptop (with internet access)
- Microsoft PowerPoint
- Professionals in the industry
 - Hoteliers
 - Bankers

Utilization of Higher Level Thinking Skills

In the creation of my product, I will have had to synthesize all my preliminary research and outline the top points to put on the Opportunity Book. There will have to be critical choices made on which information is more helpful than the rest in my learning. Through going through the slides created, evaluation of its effectiveness will take place. Any slides that are lacking in purpose will have to be resolved or removed. Lastly, I will analyze the information and create a strategy for the future. It will serve as a direction to move forward in and the “how to” for my life after college.

Conclusions

The outcome of my product will be a thorough and effective PowerPoint guiding me for the rest of my life. I will have a place to go for reference in the case that I need to refer back to my strategy or simply just preliminary research. This will be useful to myself so I can go out there and have direction in the real world. It is a tool that I plan to utilize in any future endeavor I partake in. The Opportunity Book will change my life.

Product Calendar/Timeline

February 1 – February 20, 2018

- Talk to professionals and see their recommendations on what to include in my research

February 20 – March 1, 2018

- Complete case studies for hotels and banks

March 1 – April 1, 2018

- Do more preliminary research – dig deeper into more complicated topics this time around
 - Ex. EB-5 Capital

April 1 – April 15, 2018

- Research more about banks and the specifics

April 15 – May 1, 2018

- Start creating presentation for banking section

May 1 - May 7, 2018

- Finalize PowerPoint and then move onto another industry