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Master of Business Administration

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Mad Athletics

CERTIFICATE OF AUTHORSHIP:
I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

Student's E-Signature:

X _____

Professor Comments:

Mad Athletics

Madeline Gonzalez

A Concept Proposal

Submitted in partial fulfillment

of the requirements for the degree

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Abstract

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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Mission, Vision, and Core Values

Mad Athletics is eager to help make things easier for people in the track and field world by improving the equipment used. Every aspect of the products will follow all track and field competition guidelines. The company represents the faith of Christianity and as a result the mission statement, vision and core values all reflect that.

Mission Statement

Our desire is to breathe fresh air into track and field equipment by producing innovative products that have technology incorporated. The products will make life easier for track and field athletes, coach's and officials.

Vision

Be the number one world leader for track and field equipment by change the game by producing innovative products no one has seen before.

Core Values

Mad Athletics's core values represent the faith of Christianity because the company believes that whatever it does, is a reflection of Jesus Christ. Each core value has a corresponding Bible verse that supports it.

Integrity

Athletes are trusted with the responsibility that even when no one is looking they are not using anything that is banned to help enhance their performance and our company follows that same belief. The company will only stand for what's right and will be transparent with their customers. Even behind closed doors, we still still stand on our beliefs and won't be tempted to cut corners. "The integrity of the upright guides them, but the unfaithful are destroyed by their duplicity." -Proverbs 11:3

Trust

Customer relationship is pivotal because without it there is no business. No one wants to purchase from a company they don't feel like they can trust, so we desire to build that customer relationship where they can trust us and our products both in and out the track. "But blessed is the one who trusts in the Lord, whose confidence is in him." - Jeremiah 17:7

Quality

Track and field equipment is used in multiple weather conditions and it's crucial that it can withstand what comes its way. When someone sees our products, not only will they see incredible innovation, but also the finest craftsmanship that is a product of the USA. "The craftsman encourages the metalsmith, the one who wields the hammer encourages the one who pounds on the anvil. He approves the quality of the welding, and nails it down so it won't fall over."

Innovation

As the first company to release a new generation of fresh and new track and field equipment, we will continue to be the trail blazer by seeing how we can continuously improve current products and at the same time seeing what other events are in need of a refreshing. "I wisdom dwell with prudence, and find out knowledge of witty inventions" - Proverbs 8:12

Teamwork

Just like in track and field, how you need different coach's who specialize in each event in order to see their athletes perform well, a company is no different. A company has many parts to it that needs a "coach" that is a master in the field to help see the success that is desired. As a sports related company, we understand the importance of teamwork. "If one part suffers, every part suffers with it; if one part is honored, every part rejoices with it." - 1 Corinthians 12:26

Industry Description

Note that all major sections start on a new page. Once again, this first paragraph after the primary section title should provide an overview of subsequent information and sub-sections (as

with all major sections throughout this document). This major section should discuss the macro view of the industry in which you propose your product or service. This section will typically be several pages and should give the reader a good description of the industry. Given that it is a business plan, this major section will probably be segmented into several subsections, including, but not necessarily limited to, an initial discussion on the industry, followed by a discussion on the proposed company and concept that the company is based upon. These new sub-sections will be secondary section titles that must be left justified and capital sensitive for significant words.

Proposed Company

This subsection should contain information about the type and location of your business. What type of business is this (sole proprietorship, partnership, LLC, S Corp, C Corp, …), and identify why you selected this form.

PESTLE Analysis

The use of a preliminary PESTLE analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. These should be appropriately cited and then listed in the Reference List. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is warranted.

Table 1

PEST Framework

Political	Economical	Social	Technological	Legal	Environmental

Political

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. Ultimately you will need to complete a best-case and worst-case scenario analysis, which should be based partially on your PESTLE analysis.

Economical

Continue with the write up for each subsection

Product/Service Overview

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

Product (or Service) Description

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

Service 1

Each service offering should be described under its own subheading to keep the document clear and organized.

Purpose

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

Significance

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

Background

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

SWOT Analysis

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

Table 2

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

Strengths

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Porter's Six Forces

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

Table 3

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements

Porter's Six Forces

Competitive Rivalry

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Summary and Approach

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

References

American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.

Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21st century (10th ed.). NY: McGraw-Hill.