

Nico Kaczmarczyk
Business Communication
Proposal

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From: Nico Fabian Kaczmarczyk
Subject: Proposal for Merrill Lynch Research

Dear Career Services Director,

In my (Nico Fabian Kaczmarczyk) capacity as an Assistant Researcher at our university, I have been exploring potential employment and internship opportunities for our students by examining companies with established reputations. Nike Inc. is a company that I think would be suitable for our students, but I need to conduct more research before making a fully informed recommendation.

Nike, Inc. is a globally recognized American multinational corporation that specializes in the design, development, and retail of athletic footwear, clothing, equipment, and accessories. The company boasts a broad customer base in over 190 countries and is renowned for being one of the biggest suppliers of athletic shoes and apparel worldwide.

In order to determine if Nike Inc. would be a suitable company for our students, I propose investigating the following topics:

- What training is available to new employees?**
- How soon is the average entry-level person promoted?**
- What fringe benefits are offered?**
- What is the corporate culture?**
- Is the climate nonracist and nonsexist?**
- How strong is the company economically?**
- How is it likely to be affected by current economic, demographic, and political trends?**

In order to carry out my research, I intend to employ several resources. These resources will include the official Nike website, as well as credible websites and articles from established sources like Forbes, Bloomberg, and The Wall Street Journal. Moreover, I will try to establish contact with present employees of Nike via their website to gather additional insights and viewpoints regarding the company.

Being passionate about facilitating positive connections between our students and reputable organizations, I firmly believe that Nike Inc. could present advantageous prospects for our students. However, to guarantee that we are promoting and attracting the most suitable companies to our campus, it is essential to carry out comprehensive research and analysis.

My proposed work schedule for this research is as follows:

Researching: 5 hours (April 2-3)

Creating Report: 4 Hours (April 6)

Revising Report: 2 Hours (April 9)

Editing Report: 3 Hours (April 16)

Proofreading Report: 1 Hour (April 23)

Rehearsing Report: 4 Hours (April 24)

Upon completion of this research, I aspire to have the privilege of inviting delegates from Nike, Inc. to our campus, fostering connections with our students, and potentially offering internship and employment opportunities. By providing accessibility to Nike, Inc. for our students, we can make the transition to their next career step smoother and more attainable.

Thank you for considering this proposal. I look forward to presenting my findings and recommendations to you and other members of the faculty and staff.

Sincerely,

Nico Fabian Kaczmarczyk

Assistant Researcher