## **Research Paper Outline Example**

## **Title: Ford Motor Company, UK**

**Thesis:** Ford Motor company is the leader in manufacturing through its innovative strategies and plans

**I.** Introduction

A. Thesis  
B. Prospects of Company

**II.** Overview of the Company

A. Operations of the business in UK  
B. Contribution of the company in the economy of UK

**III.** Industry Analysis

A. Market share of Ford in the industry  
B. Analysis of Porters five forces

1) Threat of substitutes  
2) Threat of new entrants  
3) Bargaining power of suppliers  
4) Bargaining power of buyers  
5) Competitive rivalry

**IV.** Competitive Analysis

A. SWOT analysis

1) Strengths of the company  
2) Weakness of the company  
3) Opportunities for the company  
4) Threats of the company

B. Competitive advantages of Ford in UK

**V.** Marketing and operating plans

A. Marketing Mix

1) Product  
2) Price  
3) Place  
4) Promotion

B. Target Market  
C. Focus on creating value  
D. Focus on Innovation

**VI.** Management plans

A. Progress of strategies  
B. Inventory management  
C. Forecast of growth  
D. Future expansion plans

**VII.** Financial plans

A. Projected earnings  
B. Projected dividends  
C. Projected growth in value

**VIII.** Conclusion

A. Summarize and conclude about the fundamentals of the company  
B. Recommend whether to invest in the company or not

This outline is an excerpt from business report of Ford Motor Company. It is a company analysis paper, crafted by professionals.