**Instructions for Executive Summary**

1. Graduate/Masters level writing (academic), all original work.
2. No plagiarism. All work will be tested through 5 different plagiarism software programs to check for possible plagiarism.
3. 2 references including in-text citations formatted in APA writing Style (total essay)
4. Write in complete sentences and paragraphs with proper grammar.
5. Carefully read the requirements in each essay prompt, besides the examples, I suggest you perform additional research.
6. The body of the paper, written word count, range of300 - 400 words.
7. Deadline: 3 days, I would prefer the essay complete before the deadline.
8. The document has 1 different prompt/essay requirements. I will provide the prompt/requirements and examples of the answers. You cannot copy the example answers, only gain an idea for **original writing**. Should you run into any issues or not understand something, please let me know asap.

**ADDITIONAL INSTRUCTIONS**

* Create a cover page, a table of contents, headings, and subheadings.

**Scenario**

**Scenario 1:**  
  
You are a manager of a company that has recently purchased a smaller company. The purchased company has an existing product, which will now be part of your product offering. The product is a weight-loss supplement called Kamelon. The product has been very successful for the previous owner, but the company had a limited ability to adjust its manufacturing system to accommodate growth as well as a limited potential sales audience. Your role is to oversee and coordinate all aspects of launching the product from the newly acquired company. You have a far greater manufacturing capacity and more potential customers readily available because you already sell several weight-loss related products to a large base of customers.  
  
Kamelon has been proven successful by a research study. The study consisted of 100 participants, 90% of whom lost at least 15 pounds over a reasonable time period. To date, the study participants have successfully maintained their weight loss by continuing to use the product. Of the users, 80% were able to maintain their weight loss with continued use of Kamelon. The 10% of study participants who were not successful may have been unsuccessful because they did not follow the program’s protocol. An inherent risk in a weight loss product is the inability to determine whether the product has produced results or if the user has not followed directions. Dissatisfied customers present a challenge as a result.  
  
Your success relies upon your external business partner, Synesthor Inc., who manufactures the pill casing for Kamelon. There is a need for 10,000 pills to be manufactured in the next three months to meet the demands of your customers. Synesthor Inc. is a manufacturing company located in a different country, and you will need to work closely with this partner to ensure their manufacturing operation is able to increase as needed in a just-in-time environment to meet sales demands. Your contact’s name at Synesthor Inc. is Fatima Sousa.   
  
 You have received a customer complaint via the company’s social media page. The customer is extremely dissatisfied, and the complaint has negatively impacted the company’s image. The customer’s complaint is as follows: “Kamelon does not work! I’ve been using this for a week, and I haven’t lost anything! I’m going on vacation in a couple of weeks and I was hoping to shed a couple of pounds before I left for my trip. Unfortunately, I do not foresee this happening. No one should buy this product! As a faithful member of several weight-loss groups, I will not recommend this product to anyone in my groups.”

**Executive Summary Essay**

1. **Prompt/Essay Requirement.B. Executive Summary**

**Write an executive summary based on your power point presentation. NOTE: Make sure you complete the power point before writing the executive summary because its based on the power point.**

**ExampleA.**Executive Summary

Along with the recent acquisition of Small Company, we have also attained their product called Weight Loss Optimizer. We are very excited to be adding Weight Loss Optimizer to our family of weight loss products as it has been proven to be successful in aiding consumers on their weight loss journeys. Weight Loss Optimizer is made from the highest quality natural ingredients and is safe and effective for continuous long-term use.

Weight Loss Optimizer is an existing product that, due to the size of Small Company, had limited potential sales. With its established customer base, and our manufacturing capabilities, now is a great opportunity to expand our market area and increase our sales with this amazing product.

A recent research study has shown that users of Weight Loss Optimizer will lose weight within a reasonable amount of time. Of the 100 study participants, 90 (90%) users lost at least 15 pounds during the trial period. 10% of users who did not lose at least 15 pounds during the trial period lost weight that totaled to be under 15 pounds. It was unknown if those users followed the program protocol that was provided to them at the beginning of the trial period.

As previously mentioned, Weight Loss Optimizer is safe for continuous long-term use. During the same research study, 80% of the users reported that they maintained their weight loss by continuing their use of Weight Loss Optimizer combined with diet and exercise. All participants reported having a boost in energy, increase in self-confidence, and felt better overall.

To get Weight Loss Optimizer out to the market to meet potential sales demands, we are working tirelessly with our manufacturer, Pills, Inc. to shorten the manufacturing lead time. Together, with a shorter lead time, and our amazing customer support team, we will continue to be #1 in customer service and satisfaction. The next few months are going to be busy. It has been asked of everyone to pitch in where needed.

To summarize, Weight Loss Optimizer is a successful weight loss product. It is safe, effective, made from natural ingredients. Significant weight loss will occur over a reasonable amount of time if the program protocol is followed. Combined with diet and exercise, most users will maintain their weight loss with continued use of Weight Loss Optimizer. Success of this product will come quickly due a shortened manufacturing lead time, existing customer base, and superior customer support.

**ExampleB.** Kamelon is a clinically proven weight loss supplement that Weight Loss Success, Inc. acquired on 12/14/19. With this new acquisition we are gaining a new product that works and is a healthy alternative to weight loss. We will be able to price this product for everyone to be able to afford. Kamelon comes with an established customer base. Customers have great things to say about Kamelon and how they are feeling.

What if I told you we had an all-natural weight loss supplement? Kamelon is derived from 100%, non-GMO ingredients that are sourced from England. Kamelon assists the body in using its own fat fighting proteins to burn more fat. This allows an individual to lose weight at a health rate without feeling hungry.

A recent clinical research study shows proven results. The study consisted of 100 participants and with 90% losing at least 15 pounds within a 8-10 week period or time. This healthy, dramatic weight loss has boosted esteem in these individuals.

Happy customers aren’t gaining the weight back once they lose it. Customers are feeling that they don’t need to look for anymore crazy trend diets. Over 89% were able to maintain their weight loss with continued use of Kamelon.

We have a strong, confident team with the skills needed to grow Kamelon.

**ExampleC. You can use content as example from the Communication Portfolio you wrote and after you create the power point.**