

AREC 428 Agribusiness Management – Fall 2017
Capstone Project
Memorandum of Understanding

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Overview: The capstone project is an in-depth strategic, marketing and financial analysis of an existing business and the assessment of the potential business opportunities for the company. Successful analysis relies on the competencies gained in the agribusiness curriculum, and this project presents an opportunity to apply these tools. A strong capstone project is challenging and rewarding. The execution of the project should result in a service to business owners -- students will address issues pertinent to business performance, evaluate alternatives and offer ideas of interests of a specific business.

During the semester, the student team will gather information, synthesize facts, describe and interpret the results to the benefit of the business. Student teams will be careful to respect the business owners' time, as well as strictly guard the confidentiality of the information received, act professionally, and deliver on their commitments.

The following deliverables are expected as part of the capstone project:

- **Business Prospectus:** A report is due that summarizes the firm's current strategic, marketing, and financial position. It should also highlight the opportunities to improve the current business situation and provide suggestions based on facts on the futures directions to undertake. An executive summary to the prospectus provides a brief background of the firm and its industry, suggests the alternatives analyzed, the opportunities identified and suggestions on future course of action.
- **Feasibility Study:** The feasibility study is a detailed appendix to the prospectus containing hypothesis, data collection and analytical methods, results and conclusions while acknowledging limitations and assumptions used in the analysis.

Business owners will be provided with the finished products and an example evaluation rubric as needed. If owners are unable to attend the feasibility analysis presentation, we will record the presentation and send it to the owners.

The class instructor is a resource that both the capstone team and the business owners can use for insights, ideas, evaluation and guidance. The instructor provides systematic assignments to assist in completing the project and evaluates all aspects of the project.

