**Local Business Final Portfolio:**

Imagine that you are applying for a job with the title “Durango Local Business Expert.” ($200,000 per year, full benefits, includes a free Durango tattoo.) For part of the application, you must convince the hiring committee (i.e. me) that you are highly knowledgeable about local business in Durango with a paper. The requirements for the paper are:

1. Discuss the Durango business climate in general. Supporting data (with sources cited) about the economy, size, demographics, etc. should be included.
2. Discuss the companies we have visited with approximately a third to half a page about each company. Feel free to make comparisons and point out contrasts between companies within these paragraphs.
3. Develop an MS Excel spreadsheet that compares and contrasts all the businesses and organizations we learned about. The spreadsheet should contain, but not be limited to, data regarding:
   1. Does the company provide a product or service or both?
   2. How big is the company (estimates OK)? How old is it? How did it get started?
   3. What is the company’s mission and/or culture?
   4. Who was our main contact at the company?
   5. What is your opinion about the company’s future?
   6. How did they survive COVID and is the company ready to flourish?
   7. Do the employees appear to be happy and/or productive?
   8. At least a couple of other categories of your choice.

You may have to estimate some of this data – that’s OK, just identify estimates versus facts.

1. Summarize everything in a final page that proves you know local business. If you were to own or work for a local business in the future, which one (that we visited) would it be most like? I anticipate that this paper should be maybe five to eight pages double-spaced. I won’t count the pages, but I’ll know it when I see it if it’s incomplete. Be sure to make clear distinctions between the different companies, and it might not hurt to add in some company logos or pictures where appropriate. This is an individual assignment – you can discuss it with each other, but if your final portfolio looks overly similar to someone else’s, you will only get half credit for it.
2. Deadline: Monday 12/12/22.