

Business Plan

Your group is to make up a Business Plan that features a complex linear programming problem similar to the Unit Problem.

Here are the key ingredients of your Business Plan

- **Executive Summary** – Compose an enthusiastic description of your client, explaining who they are, what they do and why.
- **Products and/or Services** - Specifically describe all of your client's products and/or services. If applicable, include a picture of the product(s).
- **Financial Plan** – Provide a detailed analysis of your recommended optimization strategy, including
 - A description of the financial item to be maximized or minimized (profit, income, expenses, etc.)
 - Two variables that impact the profit (or other concern) that is being optimized
 - Three or four *linear* constraints, at least one of which includes both variables
 - A graph of the feasible region with all vertices labeled
 - A recommended solution to the constraints in language appropriate to your clients' needs.
 - A justification for your recommended solution.



Format: Your Business Plan must be published as single file web page named as follows:

- Block 3 Group file name: **s12_alg2_busplan_Group3-5.html**
Your group name should include both the Block number of your class and the group number assigned to you. The sample name above is for Block 3 Group 5

Rubric: Your Business Plan will be assessed using a 3 point rubric, evaluating the following categories:

- Business Plan components – the completion of all components listed above
- Web page aesthetics – the effectiveness and visual appeal of your web page
- Math content – the accuracy of your analysis and justification of your recommended strategy