

Writing in Business

Rhetorical Situation Chart

Genre	Purpose	Audience	Role	Rhetorical Situation
Website	Develop a product or service that addresses a need within a Latina/o/x community in North Carolina	The general public, with an emphasis on Latina/o/x individuals in North Carolina	Prospective small-business owners (general partnership of 3-4 individuals)	You have decided to create a small business, and wish to create a product or service that serves the needs of Latina/o/x people in your community.

YOUR ROLE

You have decided to start a small business in North Carolina with a team of three other individuals. Knowing that at least 10% of the [population](#) in North Carolina is Latina/o/x, and that this population is [growing](#), you all have decided to create a business model that targets a need within local Latina/o/x communities, which are often been overlooked, misunderstood, and/or underserved by large [companies](#). You have decided that after doing the appropriate market research, you will create a lean startup plan for a product or service, which you will then market online by developing a website for your company.

FEEDER 1: MARKET RESEARCH

In Feeder One, your team will begin by conducting market research. You know that normally, your market research would take several months, but due to extenuating circumstances, you are rushing your product to market. As such, you have decided to rely on the “[New Roots](#)” collection from Wilson Library’s Southern Oral History Collection. As a team, you will read the transcripts for 8-10 interviews (you may choose to divide the interviews between team members). Following this research, you will compile a short document (2-3 pages) that performs three basic tasks: summarize, assess, and address. Your document should include the following information:

Summarize:

- Who was interviewed in the transcripts you read? Briefly describe the interviewees.
- What are the major topics covered in the interviews you read?

Assess:

- What similarities existed across interviews? What differences emerged?

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- How do these similarities and differences help you better understand and define a target demographic for potential products? (For example, is there a particular age group you want to attract? Why?)
- What information do you still need in order to better understand your target demographic?
- What problems did interviewees frequently mention that a product or service could address?
- What information do you still need in order to understand the problem you have identified?

Address:

- What product or service could your business provide that addresses one or more of the problems you discovered? Provide at least three suggestions.
- What information do you still need in order to better understand the viability of your proposed products and/or services?
- How will you ensure equity in your hiring process? In your own words, define diversity and equity. What steps will you take to make sure your company is diverse and that minorities are properly represented within your company? How will you mitigate biases that negatively impact hiring and promotion within your company? How will you create a company culture that is welcoming and safe for *all* of your employees?
- How will you make your business environmentally and ethically responsible and sustainable? For example, what types of materials will you use to make your product? What criteria will you use to determine which companies to business with?
- How will you distribute the profits from your business? Will you reinvest in your local community? How? What issues will you prioritize and why?
- What are some additional ethical issues that you might have to navigate in order to produce and market your product or service? How will you overcome these obstacles?

FEEDER 2: LEAN STARTUP PLAN AND ANNOTATED RESEARCH

In Feeder Two, you will use your market research, which you will supplement with additional secondary research, to create a Lean Startup Plan. Your plan will follow the format outlined on the [US Small Business Administration Website](#). You can find a sample of a Lean Startup Plan [here](#). Your plan will:

- Be informed by additional research (research should include at least five secondary sources)
- Provide a plan for a business that provides a good or service that addresses one or more of the problems you discovered in your market research
- Include all nine components of the lean startup format Business Model Canvas, as outlined on the [US Small Business Administration Website](#)
- Distill the most relevant information concisely and thoughtfully in each of the nine components of the plan
- Be no longer than a page
- Be formatted so that the reader can easily identify key information

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You will **not** include in-text citations within your Lean Startup Plan. However, you **will** submit annotations of your research (good record keeping is essential to running a successful business, and past research may be useful in the future when creating a traditional business plan).

Your annotated research should include the following:

- Chicago-style citations for at least five additional **reliable and relevant** secondary sources (while you are **strongly** encouraged to identify relevant peer-reviewed research, you may also wish to include information from news outlets, organizations, competing businesses, and more).
- A short description of each source which includes:
 - A one-sentence summary of the source
 - A 1-2 sentence description of how the source influenced the Lean Startup Plan

UNIT PROJECT: WEBSITE DEVELOPMENT

For the Unit Project, your team will use its market research to develop a website that will market your product and/or service. To build your website, you will create a website through web.unc.edu, which is powered by WordPress, one of the most common Content Management Systems. In class, we will review many of the basics to building a website, but I also encourage you to read [this introduction](#) to using web.unc.edu.

There is not a universal template for web design. Your website's design and structure will vary based on the goals of your business and the product/service you are offering. For tips on building a strong website, see this [Forbes](#) article (not every step will be applicable to this assignment, but many of its tips regarding web design—especially #3&6—are useful).

In the planning stages of your website, you should:

- Visit the websites of companies that provide goods or services similar to your own (ideally, you will look at companies of a similar size as your company)
- Take notes on these websites—what types of pages are commonly included? What types of graphics do they use? What's the ratio of text to image? How do you navigate between pages on the website?
- What works well on the websites that you visit? What stands out to you?
- What doesn't work well? What would change about the website?

The research you conduct during the planning stages will help you to build a user-friendly website. Your final website will:

- Market a product or service that addresses one or more of the problems you discovered in your market research
- Provide the following information (note: you should place and organize this information on the website based on the research you conduct during the planning stages):
 - The company's mission
 - The company's relationship and commitment to the communities it serves
 - A description of the products and/or services the company offers

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- A description of what sets the company apart—why should consumers buy your product/service?
- Information about how your product/service will be distributed
 - Note: because your product/service does not yet exist, you do **not** need to include a link to purchase the product. Instead, think about this as providing information to customers about how they can get the product once it becomes available
- A way for customers to contact the company
 - This should also include hours of operation and location if there is a brick and mortar store

You will submit your final webpage by sending me the hyperlink to your page and the password for your website. For more information about use of web.unc.edu and submission, please see the note below.

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A note about web.unc.edu and privacy:

For this unit assignment we are using the platform web.unc.edu. Websites were created to be public-facing platforms, and when using web.unc.edu, you will have the ability to make your website public. However, web.unc.edu includes privacy functions that allow you to keep your website private. The decision to make your website public is yours, and yours alone. As your instructor, I will not require you to make your website public. For grading purposes, I will ask that you password-protect your website, using a password unique to your website, and share your password with me. I will use that password to access your website for grading purposes only.

As a class, you will abide by the following community standards:

1. Websites created for this class will remain either private or password-protected.
 - a. Students may only make their website public if all members of the group consent, in writing, to publish their site.
 - b. Passwords to websites will remain private. For grading purposes, group members will share website passwords with their instructor, but will not share passwords with any parties other than instructor and group members.
2. Students will not use their websites for commercial purposes.
3. Students will abide by the web.unc.edu terms of use.

Students who do not consent to the above community standards will have the option to create a template for their website using Adobe Spark.

Please check one of the following options, and return it to me within two weeks of the first day of this unit.

I consent to the community standards and agree to abide by these standards when using web.unc.edu for this course.

I **do not** consent to the community standards. Instead of using web.unc.edu, I will instead compose my final website using Adobe Spark.

Full Name

Signature

Date