**Ergonomics Business Report Research Assignment**

**Overview:**

We have spent some time discussing how to conduct proper online searches, how to evaluate our search results, organizing our research results into a SWOT analysis and creating business reports. We are now going to see if you can put these skills to work!

You have recently been hired by IKEA. They have asked you to research whether they should expand their product line to include ergonomically correct furniture or not. IKEA’s management want you to look at if they should only have ergonomically correct office furniture, expand across all of their furniture or not to move in this directly at all.

You are going to do the research for the management team to see if this is an area they should pursue or not. You will then complete one of the following:

* Prepare a SWOT analysis that shows all of the research results for this problem (Maximum Level 3 mark)

**OR**

* Prepare a complete Business Report indicating whether IKEA should pursue this opportunity (Maximum Level 4 mark)

**Guidelines:**

* The report (or the SWOT) is to be between 1 to 2 pages in length (not including the bibliography)
* You are to have at least 3 sources in your bibliography
* If you choose to complete the report, use subtitles to help with the organization of each section. They are: Problem Statement, Analysis, etc.

**To Be Completed:**

1. Title Page [5 marks]
* include your name, teacher’s name, class, date and title of the report
1. Report Components or SWOT analysis [30 marks]
* Must have each of the discussed sections of a proper business report (Problem Statement, Analysis, Alternatives, and Conclusion). Each of which is proven with credible facts/information
* Use subtitles
1. Bibliography & Overall Professionalism [5 marks]
* Provide a list of the websites used for your research
* Pay attention to proper grammar, spelling, organization and appearance…remember, it is a business report.

**REMINDERS:**

**✓ use your class notes and handouts to guide you**

**✓ ensure your report is neat, professional and has been proofread**

**✓ you are to use Microsoft Word or Google Docs**

**✓ you are to hand in a digital copy (hard copy if you like as well)**