Your Name:

1) Read the Business Proposal assignment guidelines & select a business for your proposal.

2) Find evidence from sources indicated below and complete the tables.

If the information requested is not available, include other relevant and persuasive evidence in the *Additional Information* section. To write a persuasive proposal, you'll need to find most of the information below. Select another business if you can only find limited information.

You can copy/paste information directly from the source to the tables below to gather evidence. However, you are not allowed to use direct quotes in the proposal.

Mintel Report

Use the Library Research Guide to find 1 **Mintel Report** related to your selected business. Complete the table below to add the Mintel Report to your reference list. *You can use evidence from multiple Mintel Reports in your final Business Proposal.*

Follow the examples on the Citation Guidelines.

Author	Mintel
Publication Date	September 10, 2024
Title	The Global Trends Driving the Evolution of Healthy Eating
Source Title	Food and Drink
Link	https://www.mintel.com/insights/food-and-drink/global-trends-driving-evolution-of-healthy-eating/

Mintel Report: Evidence

Include at least 5 findings/statistics from the Mintel Report.

" In the UK, 68% of consumers claim to be eating healthily all or most of the time, and the same was seen across the Atlantic, with 74% of Canadians saying the same."
"However, this heightened awareness of processed foods coincided with a higher cost of living, and while consumers are interested in minimally processed foods, the majority of consumers would not pay more for them, which presents a challenge for natural food brands."
"However, despite all the scrutiny, 68% of UK consumers agree that highly processed foods are fine in moderation within a balanced diet. Brands need to provide clear communication to help consumers make informed decisions about how processed foods fit into a balanced diet, and provide 'better-for-you' alternatives to indulgent ultra-processed favourites to make comfort eating healthier. "
"The link between the gut microbiome and overall health is being increasingly recognised by science and consumers. This has been reflected in the market. Mintel's GNPD data shows that 22% of global food/drink/healthcare introductions with a digestive health claim in the past five years also had an immune health claim'
"Products that help with appetite regulation, such as those containing fibre and chromium, are part of the trend towards healthy weight management, and there is also emerging research which suggests that texture plays a role in regulating appetite, highlighting a potential focus for new product development."

IBISI World

Use the Library Research Guide to find 1 **IBIS World** report related to your selected business. Complete the table below to add IBIS World to your reference list.

Follow the examples on the Citation Guidelines.

Author	IBIS World
Publication Date	2024
Title	Healthy Eating Index
Source Title	IBIS World
Link	https://www.ibisworld.com/us/bed/healthy-eating-index/64/

IBIS World: Evidence

Include at least 5 findings/statistics from IBIS World.

"As of October 2024, the HEI stands at 62.8%, indicating that the average American diet meets approximately 62.8% of the recommended dietary standards."
"However, certain periods, notably the early 2000s, experienced declines due to increased consumption of dairy and fats coupled with decreased intake of fruits and vegetables. Factors such as rising prices of produce and a shift towards plant-based biofuels, which elevated grain prices, contributed to these trends."
"Additionally, the popularity of low-carb, high-protein diets has influenced dietary patterns, resulting in decreased grain consumption and increased meat intake."
"Factors such as rising prices of produce and a shift towards plant-based biofuels, which elevated grain prices, contributed to these trends."
"Healthy eating index total 2024 62.8"

US Census: Lawrence, KS Quick Facts

Use the Library Research Guide to find the **Lawrence, KS Quick Facts: US Census Bureau**. Complete the table below to add the US Census to your reference list.

Follow the examples on the Citation Guidelines.

Author	United States Census Burneau
Publication Date	2023
Title	Quick Facts Lawrence
Source Title	Lawrence City, Kansas
Link	https://www.census.gov/quickfacts/fact/table/lawrencecitykansas/SEX255223

US Census: Evidence

Current Total Population Population Estimates, July 1, 2023	96,207
Population Percent Change April 2020 to July 2023	1.3%
Percent of Population Under 18 Years	16.3%

Percent of Population Over 65 Years	12.4%
Number of Households	40,786
Percent of Households with a Computer	97.3%
Bachelor's Degree or Higher	55.5%
Median Household Income	$59,834
Percent of Population in Civilian Labor Force (age 16 years+)	71.6%
Additional Evidence Related to Your Selected Business	Persons without health insurance percentage: 9.3%
Additional Evidence Related to Your Selected Business	Female Persons, percent: 50.5%

University of Kansas Interactive Factbook

Use the Library Research Guide to find the **University of Kansas Interactive Factbook**. Complete the table below to add the source to your reference list.

Follow the examples on the Citation Guidelines.

Author	The University of Kansas
Publication Date	2024
Title	KU by the Numbers
Source Title	University of Kansas-All Campuses
Link	https://aire.ku.edu/ku-numbers

University of Kansas Interactive Factbook: Evidence

Current KU Students Lawrence & Edwards Campus Enrollment	26,887
Current Undergraduate Enrollment	20,696
Enrollment by Residency Include Resident & Nonresident	Resident: 17,402 Nonresident: 13,368
Additional Evidence Related to Your Selected Business	Health Professions: 805
Additional Evidence Related to Your Selected Business	Tob subjects for research expenditures Life sciences $258.4 million
Additional Evidence Related to Your Selected Business	Non-resident undergraduate $30,432

Comparison Cities: Select 3 Cities
You can select cities with a current location of your selected business or other cities where the business could open a location.

City, State 1	**Boston, Massachusetts**
City, State 2	**Fort Lauderdale, Florida**
City, State 3	**Fort Worth, Texas**

Select 4 Comparison Topics (Relevant to Your Selected Business)

Example Comparison Criteria: Real estate costs, average income, sales tax rates, population growth, current competition, available workforce, cost of living, average salary, education level, employment rates.

Criteria 1	**Fort Worth annual salary: 50,000**
Criteria 2	**Fort Lauderdale population growth is 0.18% annually**
Criteria 3	**31.2% of Fort Worth has a bachelor's degree or higher.**

Criteria 4	**53.4% of Boston has a bachelor's degree or higher**

Data USA

Use the Library Research Guide to find **Data USA.**
Complete the table below to add the source to your reference list. All evidence from Data USA is cited as 1 source (list all cities researched as 1 source).
Follow the examples on the Citation Guidelines.

Author	Data USA
Publication Date	2022
Title	Data USA Cencus Place
Source Title	Data USA
Link	https://datausa.io/profile/geo/lawrence-ks

Data USA: Evidence

List the evidence found for each comparison city.

City, State	*Example: Population*	Median household income	Employed population	Poverty rate
Lawrence, KS	**95,103**	**$59,834**	**54,856**	**18.8%**
Boston, MA	**665,945**	**$89,212**	**372,385**	**17.5%**
Fort Lauderdale, FL	**182,673**	**$75,376**	**95,064**	**14.9%**
Fort Worth, TX	**924,663**	**$72,726**	**455,182**	**13.4%**