**Product Recall**

Review the article “USPlabs Recalls OxyElite Pro Supplements Amid Links to Liver Illness” which can be found in your weekly reading. This article pertains to a recall of a popular health supplement. Assume you are the manager for the OxyElite Pro supplement. How can you use focus groups and surveys to determine your customer’s feelings about their products despite the recall that has occurred? Use your course materials and outside research to generate a solid analysis on why these methods would be helpful. Your analysis should be supported by research.  
  
  
Directions for obtaining the file: Log into the Grantham University library by clicking on the Resources tab from the main page. You will then login to EBSCOHost. Once you have accessed the database, simply copy and paste the title of the article and press enter to search and you should now have the file accessible to review.

**The requirements below must be met for your paper to be accepted and graded:**

* Write between 750 – 1,250 words (approximately 3 – 5 pages) using Microsoft Word in APA style, see example below.
* Use font size 12 and 1” margins.
* Include cover page and reference page.
* At least 80% of your paper must be original content/writing.
* No more than 20% of your content/information may come from references.
* Use at least three references from outside the course material, one reference must be from EBSCOhost. Text book, lectures, and other materials in the course may be used, but are not counted toward the three reference requirement.
* Cite all reference material (data, dates, graphs, quotes, paraphrased words, values, etc.) in the paper and list on a reference page in APA style.

References must come from sources such as, scholarly journals found in EBSCOhost, CNN, online newspapers such as, The Wall Street Journal, government websites, etc. Sources such as, Wikis, Yahoo Answers, eHow, blogs, etc. are not acceptable for academic writing.    
  
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