**Assignment 3: Harley-Davidson: Business Overview**

**Harley-Davidson: Business Overview for New Planning Team Members**

As a member of Harley-Davidson's strategic planning team, you have been asked to create a five- to six-slide Microsoft PowerPoint presentation titled "Harley-Davidson Today: A Brief Overview of the Business" to orient members who have been newly added to the strategic planning team.

The PowerPoint presentation should include at a minimum the following:

* The CEO's vision and overview of 2009 performance
* The organizational structure and management team
* A brief description of each of the brands/business units and the products and services offered
* Key corporate goals and objectives such as new products, new markets, and new customers
* Total Revenues in 2009 and Net Profit in 2009

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| **Assignment 3 Grading Criteria** | **Maximum Points** |
| Created PowerPoint presentation to provide an orientation overview of Harley-Davidson's business. | 10 |
| Included in your presentation: the CEO's vision and overview of 2009 performance | 15 |
| Included in your presentation: the organizational structure and management team | 15 |
| Included in your presentation: a brief description of each of the brands/business units and the products and services offered | 15 |
| Included in your presentation: key corporate goals and/or objectives such as new products, new markets, and new customers | 15 |
| Included in your presentation: total Revenues in 2009 and Net Profit in 2009 | 15 |
| Presentation is clear, concise, and well organized; demonstrated ethical scholarship in accurate representation and attribution of sources; displayed accurate spelling, grammar, and punctuation. | 15 |
| **Total:** | **100** |