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ENGL 598: Graduate Internship
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Dr. Tiffany Bouelle

Graduate Internship Proposal

Introduction:

For my internship, I propose developing a hybrid business plan that combines elements of both a start-up and strategic business plan. This project will allow me to apply the technical communication and professional strategies learned in the GCERT program to create a clear, adaptable plan for launching my own business after graduation, ensuring its initial success.

Reports To:

During this graduate internship, I will report directly to my professor, Dr. Tiffany Bouelle, with regular guidance and support throughout the experience. This internship will support my career development, offer insights for launching my startup, and foster self-directed learning by applying technical and professional communication skills in a practical setting. Additionally, I will submit progress reports throughout the semester as required by the course, keeping my work and progress regularly updated.

Learning Objectives:

1. Apply communication strategies to business planning.
2. Develop a clear and cohesive business plan.
3. Integrate communication and business knowledge.
4. Enhance professional writing and proposal skills.
5. Evaluate and communicate business viability.

Scope of the Internship:

I will research, write, proofread, and organize the content into a professional proposal format for the comprehensive business plan. The main topics I will focus on include those outlined below.

1. **Problem and Solution**

SUMMARY: This will identify a specific pain point or problem in the market, backed by research and data that my business aims to solve. Present my unique product or service as the solution, explaining how it addresses the problem more effectively than existing options.

KEY POINTS TO ADDRESS: What is the market gap? Why does it matter? What makes your solution unique?

2. **Executive Summary**

SUMMARY: This section will offer a concise overview of the entire proposal, highlighting the key components such as my business concept, target market, products or services, and funding needs.

KEY POINTS TO ADDRESS: What is your company's mission? What products or services will you

offer? What is your target market? How much funding or resources do you need, and what will they be used for?

3. **Company Overview**

SUMMARY: This will provide detailed information about my company's background, legal structure, and location. This is where I will set the foundation for my business' vision, mission, and objectives. My mission statement will articulate the "why" behind my business, establishing its core values and purpose.

KEY POINTS TO ADDRESS: Who are you? What is your company's mission and vision? What are your business goals?

4. **Products or Services**

SUMMARY: This section will describe the products or services my company offers, including its features, benefits, and how they meet customer needs. Explain what sets my offering apart from others in the market.

KEY POINTS TO ADDRESS: What are you selling? What is unique or innovative about your product or service?

5. **Specific and Measurable Goals**

SUMMARY: I will set clear, actionable, and measurable goals for my business. These goals should be specific (what I want to achieve), measurable (how I'll track progress), achievable (realistic), relevant (important to my mission), and time-bound (have deadlines).

KEY POINTS TO ADDRESS: What are the primary goals for your business in the short and long term? How will you measure success?

6. **Strategies to Meet Those Goals**

SUMMARY: I will outline the key strategies I will implement to achieve the goals mentioned in the previous section. These strategies will be practical and focused on achieving measurable outcomes.

KEY POINTS TO ADDRESS: What are the action plans and tactics for reaching your goals? What resources are required?

7. **Timelines for Goal Attainment**

SUMMARY: I will provide a detailed timeline with milestones to reach my goals. This will include a schedule of major tasks and events, helping me stay on track throughout the course of the business development process.

KEY POINTS TO ADDRESS: What is the timeline for reaching each goal? Include deadlines for milestones.

8. **SWOT Analysis**

SUMMARY: I will conduct an analysis of my company's internal strengths and weaknesses (such as resources, skills, and capabilities), along with external opportunities and threats (market trends, competition, etc.).

KEY POINTS TO ADDRESS: What are the internal strengths and weaknesses of your company? What external factors (opportunities and threats) could impact your business?

9. Situation and Market Analysis

SUMMARY: I will evaluate the market landscape, including customer demographics, needs, and trends. Conduct an analysis of my competition, identifying their strengths, weaknesses, market share, and positioning.

KEY POINTS TO ADDRESS: Who are your competitors? What does the market look like? What are the current trends affecting your industry?

10. Marketing Plan

SUMMARY: I will develop a strategy to promote and sell my product or service. My marketing plan will include my target audience, marketing channels, key messaging, and promotional tactics.

KEY POINTS TO ADDRESS: Who is your target audience? What marketing channels will you use? What is your branding strategy?

11. Management Bios

SUMMARY: I will introduce the key members of my management team, detailing their professional background, skills, and expertise. This section is crucial for showcasing the ability to execute the business plan.

KEY POINTS TO ADDRESS: Who are the key people in your company? What is their relevant experience and skill set?

12. Financial Projections

SUMMARY: Provide financial forecasts for my business, including projected income, expenses, and cash flow. This section should demonstrate the financial viability of your business and help you plan for future funding needs.

KEY POINTS TO ADDRESS: What are your projected revenues and expenses? What is your break-even point? What are your financing requirements?

Suggested Timeline to Complete 120 Hours

To effectively manage the 120 hours allocated for the proposal, I've broken the work down into distinct phases, each with designated hours. This approach will ensure I cover all essential components of the business plan and provide ample time for each phase.

1. Research and Data Collection (20-25 hours)

Focused research on market trends, competitive analysis, and gathering relevant data for all sections of the business plan.

2. Writing the Proposal (60-70 hours)

Writing and drafting content for each section of the business plan, including the problem and solution, executive summary, company overview, product/service details, and more.

3. Review and Refinement (20-25 hours)

Proofreading and revising for clarity and cohesion, ensuring all aspects of the business plan are addressed. I will also focus on design and formatting to maintain visual appeal and professional standards.

References

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