English 8: Researching a brand

1. Where are their headquarters?
2. What is the corporation’s mission statement?
3. What is the corporation worth?
4. What are some of the corporation’s press releases?
5. Where are the products made? And by whom?
6. In what type of stores are the product sold? Describe the design used and the type of people who work there?
7. Are there any other brands owned by the corporation? What are they?
8. What does the corporation say they are doing for the environment, the community, or society?
9. What negative qualities/criticism of the brand can you find?
10. Write a descriptive paragraph (about 300 words) clearly conveying the brand personality.