**Independent Practice Assignment #1**

**New Bank Research Assignment**

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* A small community with 3,000 people has one bank for more than 100 years.
* Now an additional bank plans to locate in the community.
* Your team must develop strategies for the new bank to locate/operate successfully in the community.

**Assignment**

* You will complete this project as a team consisting of two or three students.
* First, your team must select a community with 3,000 people and describe the demographics for the community.
* Then your team must explain the obstacles that the new bank must overcome with the current bank being in the community for more than one year.
* Create four strategies for the new bank to successfully compete in the community. Your strategies must not be negative toward the bank that has been located in the community for more than one hundred years. Your strategies must show proof of community involvement, customer service, competitive products/services, and desire to be a team player in the community.
* You will present your bank strategy to the class as a PowerPoint presentation or other acceptable form of communication.