**Insert a Clear, Specific, and Clever Title that Meaningfully Articulates and Encapsulates Your Recommendation Here**

November 10, 2022

|  |  |
| --- | --- |
| **Prepared for:**  Zack Tamuzza  Account Executive, Amazon Ads | **Prepared by**:  Your Full Name (Block #) |

Insert the main body of your report here.[[1]](#endnote-2)

**Works Cited**

Insert an alphabetized list—by author’s last name or by title when the author is not available—of all the sources listed in the endnotes.

**Exhibit #: Insert a SAS Heading Here**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Alternative Courses of Action* | *Criteria 1* | *Criteria 2* | *Criteria 3* | *Criteria 4* | *Criteria N* | *Total Score* |
|  | (##%) | (##%) | (##%) | (##%) | (##%) | /10 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Notes**: The N decision-making criteria in the columns are scored from low (1) to high (10). [Add definitions for your criteria here.] The total scores in the right-most column are weighted averages of the alternatives’ scores on these N decision-making criteria. The weights for these criteria were determined according to [add reasoning here].

3

**Endnotes**

1. Insert endnotes, according to the conventions outlined in the [HBS Citation Guide](https://www.library.hbs.edu/Citations/HBS-Citation-Guide), here. [↑](#endnote-ref-2)