

Research Proposal

Research Question

What are the positive and negative effects by Caterpillar Inc. relocating their headquarters and how can the problems be resolved?

Rationale

Caterpillar Inc, world's leading manufacturer of construction and mining equipment, wanted to strengthen their global customer base, so they moved to Chicago, one of the top tier cities in the US. Some gains had been obtained due to this change in geography, such as increasing efficiency and better transportation; however, negative aspects were caused as well, such as higher costs and worker lay-offs.

Theoretical Framework

This research paper will have emphasis on business organisation and environment, more specifically, propelled or stymied growth by environmental factors. The use of STEEPLE Analysis, economies of scale and financial statements will be heavily analyzed.

Methodology

The procedure of the research will be carried out through the use of primary and secondary sources. The primary research will be mainly executed through the senior design engineer previously at Caterpillar Inc. Peoria, Illinois, currently at Caterpillar Inc. West Lafayette, Indiana. This representative will be interviewed in order to identify the problems and opportunities for the company after relocating; the process will entail his 13-year work experience and knowledge of Caterpillar Inc. He will also provide company internal statistics before and after relocating to conduct direct comparison for a better understanding.

Secondary sources will be analyzed in order to collect data and information related to the geographic relocation to assess the development of Peoria and Chicago. This research will be evaluated with various sources and factors, and the results of relocation will be concluded openly as either positive or negative.

Anticipated difficulties

Anticipated Difficulties	Possible Solution
Questions asked during the interview may not be specific or relevant enough	Consult with teacher to refine the question
Interviewee may not fully understand my question and provide me with a less relevant answer	Refine my question or spend more time interviewing until the most relevant answer appears
Lack of analysis	Consult with teacher
Some confidential data unavailable	State the limitation in evaluation while carrying out the research
Biased opinion from the interviewee	Focus on unbiased statistical data as secondary sources to further compare, or have more than one interviewee

Action plan

Dates	Activities
7/10/2020-7/15/2020	Determine the company that I will research and reach out to the interviewees
8/10/2020	Have a research topic
8/20/2020	Have a research question
9/10/2020	Finish proposal
9/15/2020-10/1/2020	Collect secondary sources

10/5/2020	First interview for collecting primary sources
10/10/2020	Document sources and start first draft
11/5/2020	Schedule a second interview (if needed)
12/11/2020	Complete first draft
12/15/2020-1/15/2021	Refine the draft and consult with teacher
1/30/2021	Final submission

(450 words)