



JASMINE LI

B.S. Accounting

*B.S. Business Administration,
emphasis in Finance*

*Minors: Chemistry,
University Honors*

*Mentor: Candace Ybarra,
Ph.D.*

Beckman 206

**Analysis of American Apparel:
Internal and External Perspectives**

For my project, I will be researching the company, American Apparel, to develop a business analysis case. I will conduct factual and extensive research on the external and internal aspects of the company. I will also present and discuss an analysis of the company based on the research. It will start with an executive summary and include items such as identification of strategic problems facing the firm. Analysis of alternatives and recommendations will be done. My goal is to communicate my recommendations and make a convincing argument as to why these recommendations are correct.