

Using Microsoft Word to Create Business Documents

The Scenario:

You have been hired by a local business to help promote the company in the Fredericton area. This activity will require you to think creatively and produce several documents in order to complete your task. Please read the following very carefully as it will provide you with the information you will need.

Company Name: Not For Keeps

Company Contact Information:

Jim and Jan Ready
1278 Cartington Lane
Fredericton, New Brunswick
E3A 4Y7
Tel : 506-458-7813
Fax: 506-444-8080
Email: J&J@notforkeeps.com

Company Background: *Not For Keeps* is a new company founded by two Frederictonians who are returning to the area after living in Toronto with their 5 children. The idea for this company came from friends in Toronto who were constantly looking to borrow the larger toys the family had purchased for their own children. The Ready's had invested in purchases such as rocking horses, sand boxes, mini-pools, electric vehicles, trikes and an assortment of manipulative toys. The family shared the toys with their friends on the condition they be returned to them in a newly used condition. It was amazing after three years how much their friends depended on the Ready's to supply them with the borrowed toys.

When the family was being transferred to Fredericton, their friends were upset because they were losing friends as well as an excellent source for borrowing toys. On the day the family was preparing to leave on their long drive to Fredericton, a group of friends shared what was to become the foundation of the company. Why not open a business where parents or grandparents could come in and rent the larger more expensive toys which children quickly outgrow? On their way to Fredericton, Jim and Jan Ready devised their business plan.

As a result, *Not For Keeps* will open for business in the coming months here in Fredericton. Customers will be able to rent the larger more expensive toys for a daily, weekly or monthly charge. The terms of the rental are such that toys rented from *Not For Keeps* will need to be returned in nearly new condition so that the toys can be rented out many more times. Some of the inventory the company has in stock include Barbie Jeep, GI Joe Tent Camper, Big Jim Motor Trike, Little Tikes Ball Pit, Little Tikes Pic-nic Tables, and an assortment of outdoor play toys such as Rubber Maid Teeter-totters, Little Miss Slide and Sand Box, and various Winter Sleds and child carrying products made for transporting children through snow.

Assignment: *Not For Keeps* Business Documents

You have been asked to create the following for *Not For Keeps*:

(These will all be separate documents. Make sure you save your files in a separate folder named *Not for Keeps* inside your Word folder)

Business Logo: The company logo is one of the most important parts of business. Logos for Pepsi and Coke are some of the most recognizable logos known to us. Create a logo that will represent *Not For Keeps*. Remember, some logos don't have any text involved with it...but not all. Use your imagination and the tools available to you. ***Include this logo on all the business documents below.*** **Value 15**

NB: when you are finished take a picture of your logo using the snipping tool and save it in your word folder as **NFKLogo.jpg** (This will make it easy to insert into your documents).

Business Card: Create a business card which can be passed out to possible customers. The card must be 3inches X 5inches, have the company name and contact information, and at least one image or logo that is appropriate. **Value 10**

NB: Before you begin go to the **Page Layout tab** and the **page setup group** to change your paper size so that the **width is 5" and the height is 3"** **Value 5**

Business Letterhead: The letterhead is used when the business sends memos or letters to companies and customers. A letterhead should always include the name of the business as well as contact information and usually a logo. **Value 10**

NB: Open a new word document and type letterhead in the search for online templates box. Look at the samples to aid in your own design. Do not use a template and do not type a letter.

Business Letter: Using Standard Block letter formatting, write a letter to a toy supplier of your *Not For Keeps* business thanking them for their speedy delivery of some inventory you wanted for the business. Be sure to use your letterhead at the top of the letter. **Value 15**

Business Advertisement: Create a one page advertisement to promote the grand opening (or some other event) of the store *Not For Keeps*. Make sure not to clutter your work space and remember what valuable information you should include on the advertisement (like What the event is about, where, when, and why I should care to go). You should create a colourful ad with at least two images and the use of one word art (or created word art). Be sure to include your NFK Logo, business address and the hours of the event. The rest is up to you! **Value 10**

Business Certificate: Create a *Not For Keeps* certificate for the business. Ensure it has the logo, two text boxes (the main one centered both horizontally and vertically), and a 16 point star. The topic of the certificate is up to you, some ideas include: employee of the month, supplier of the month, top sales person, 30 days accident free, ... **Value 10**

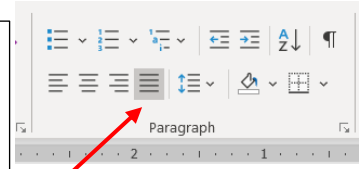
Business Brochure: Create a two page brochure to promote the *Not For Keeps* Business. Look at the sample document (below) to ensure you format the document correctly. Be sure your document is formatted in Landscape orientation, has 3 columns, has titles bolded and centered at top of each column, has text that is fully justified, each column has at least 1 picture that is correctly wrapped, all sources are recorded on the back panel, and the NFK logo is on the front panel. **Value 15**

Brochure Page 1

<p>Panel 1</p> <p>Most important information</p> <p>(on back of cover and visible with</p>	<p>Panel 2</p> <p>3rd most important information panel</p>	<p>Panel 3</p> <p>4th most important information panel</p>
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Panel Formatting

Each panel should have a title that is centered on the column and be larger and bolder than the panel font. The panel should be formatted for full justification (see the Paragraph group of the Home tab). Each panel should have enough text to nearly fill the column so choose broad topics that do not require too much text. Each panel should also have a picture. (be sure to save the urls so you can list your sources on panel 5). Also – be sure that your brochure is on a word document formatted in landscape orientation and that you **do not use text boxes**.



Brochure Page 2

<p>Panel 4</p> <p>2nd Most important information (because this panel and the 1st is visible upon opening the brochure)</p>	<p>Panel 5</p> <p>References</p> <p>List all sources</p> <p>Include some ads or pics.</p>	<p>Panel 6</p> <p>(Cover) Title subtitle</p> <p>Image</p> <p>By author (your name)</p>
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*****Storyboard is not required for this activity. But if you wish to use one ...**

Visit the following website to view 4 videos on Storyboarding:

http://bbt.nbed.nb.ca/grade_09/photo_story/getting_started.html

After the videos you can produce a storyboard like the example below to keep track of your research and ideas for the brochure

Sample Storyboard

<p>Image Select an image you wish to use in the panel</p>	<p>Panel # (1-6) and panel title Enter the panel # and a title for the panel here Also use this space to type the text you will use for the panel # of your brochure. When researching, it is ok to change your mind when making your brochure, but when researching it is good to have a guide to help you sort through your thoughts.</p>
<p>Source (url where you found the information)</p> <p>Remember to record the Url correctly. Visit the site the picture is on, ensure that google or bing does not show up in your url address. (see the following video for more information: http://bbt.nbed.nb.ca/tutorials/internet_research/internet_research.html)</p>	

