
Project 1 - Business Proposal (PowerPoint)

... extraordinary faculty, inquisitive and talented students, a constant striving to build upon and expand historical strengths, the vision to anticipate the future, the intellectual capital to develop new knowledge, and the resources to provide the financial support and physical setting to make all these things possible

...

Steven B Sample, Former President, University of Southern California

Congratulations. It is May 15th, 2016 and you have just graduated from the University of Southern California. Armed with nothing more than your class ring and your education, you aim to eclipse your peers by establishing your own business.

An arduous journey lies before you ... and the first step is to create a business proposal. With your business proposal, you can solicit funding from venture capitalists eager to work with a fellow Trojan.

After examining several sample business plans, you determine that you need:

- **Business focus**
 - a mission statement describing the purpose of your business
- **List of your specific products**
 - what products your business will offer your customers
 - choose tangible products rather than services
- **Market analysis**
 - target demographics – who will be interested in your product
 - market place – what other players are in your area of business
- **Expected cash flow**
 - how much revenue will you generate
 - how much money will you spend
 - when will your business become profitable
- **List of partners**
 - who's going to work with you
 - what are their qualifications

As you continue through the semester, the remaining projects will follow your business proposal from its inception to its first year on the Fortune 100 list.

You need to keep all your projects as they build on each other and may utilize components already created.

Save your work to your flash drive. Please ask the lab assistant for help if you are unsure of how to save to an external device.

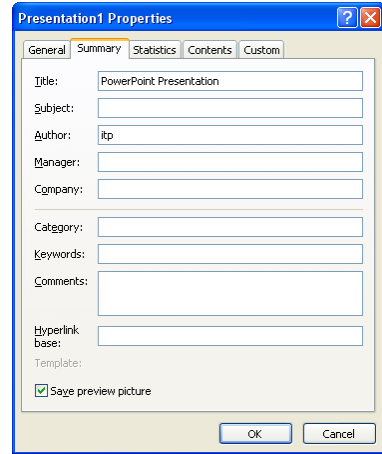
Project Objectives



- Create a Business Proposal using PowerPoint to create the following slides:
 1. Title page
 2. Your Company's Mission Statement
 3. List of two products with pictures and descriptions of each
 4. Bulleted market analysis listing customers and competitors
 5. Chart displaying expected cash flow
- Submit your project on Blackboard

Instructions


1. From the Start Menu, open **Microsoft PowerPoint 2010**.
2. From the main menu, click the **File** tab. In the column down the left side, the **Info** option should be selected. If it is not, then click the **Info** option. In the column along the right side, click on the **Properties** pull-down and select the **Advanced Properties** option.
3. In the *Properties* window, click on the **Summary** tab. Enter the following:

Title:	<i>Your company's name</i>
Subject:	<i>Your company's name's Business Proposal</i>
Author:	<i>Your name</i>
Manager:	<i>Your instructor's name</i>
Company:	USC



4. In the *Properties* window, click the **OK** button.
5. Before you do anything else, save your document. You should still have the **File** tab selected. Click the **Save** option, which is right next to the Save icon. 
6. In the *Save As* window, click on the **Documents** option in the left panel or click on your Removable Drive (flash drive).
7. Click on the **Create New Folder** button in the top right hand corner. 
8. In the *New Folder* window for the **Name** textfield, enter **itp101**. Click the **OK** button.
9. In the *Save As* window for the **File name** textfield, enter **lastname_firstname_powerpoint** where *lastname* and *firstname* are replaced with your actual last and first names. You do not need to include the .pptx file extension. It will be added to the end of your filename. Click the **Save** button.

Slide 1 – Title Slide

10. From the main menu, click on the **Design** tab.
11. Select one of the design themes by clicking on one of the images.
12. Change the colors by clicking on the **Colors** pull-down to the right of the theme images and selecting one of the color palettes.
13. Within the title box (where it says *Click to add title*), type your company's name and **Business Proposal**.
14. Within the subtitle box, type your name and your email address.
15. Feel free to adjust the font sizes and rearrange the text boxes to enhance the slide.
16. Save your work by clicking on the **Save** icon in the upper left corner of the window. 



Slide 2 – Mission Statement

17. Creating another slide by clicking on the **Home** tab and clicking on the *New Slide* icon.



This creates a *Title and Content* slide.

18. In the *Title* box, enter **Mission Statement**.

19. In the *Text* box (where it says *Click to add text*), enter your mission statement. If you need help creating a mission statement, use your web browser to read http://en.wikipedia.org/wiki/Mission_statement. You may also read other companies' mission statements.



Slide 3 – Products

20. In the *Home* tab, click on the **New Slide** pull-down right under the *New Slide* icon.

21. Select the **Two Content** slide option.

22. For the Title, enter **Products**.

23. In the two text boxes, type brief descriptions for your two products. Feel free to adjust the font size to fit your text.

24. Remove the bullets. To do so, make sure the *Home* tab is selected. Under the *Paragraph* section, select the *bullet* icon pull-down and select the **None** option.

25. Adjust the hanging indent tab. To do so, move the index tab on the ruler. If the ruler is not displayed, then select the **View** tab and click in the **Ruler** checkbox.



26. You need two images showing your products. If you do not have your own images, then browse the web for images using a web browser such as Firefox or Internet Explorer. Go to Google (<http://www.google.com>) and enter search criteria. Click on the **Images** option in the top menu bar or the left-side navigation bar. When you locate a picture on the web, right-click on the picture and select the **Save Image As...** option. Save the image to your *itp101* folder within the *My Documents* folder on your computer. Do not pick images that have a watermark or copyright.

27. Insert your image onto your slide by clicking on the **Insert** tab and clicking on the **Picture** option.

28. In the *Insert Picture* window, browse to the location of your image files. You can multi-select them by holding the **control** key and clicking the two images. Click the **Insert** button.

29. Resize your pictures so they are nicely displayed on the slide by dragging their sizing handles with your mouse. You may use the arrow keys to move the pictures. Hold the **control** key down while using the arrow keys for very small movement.

30. To add effects to your pictures, select one of your pictures and click on the **Format** tab.

31. To align your pictures with each other, hold down the **shift** key and click on each of your images. In the *Format* tab, select the **Align** option.

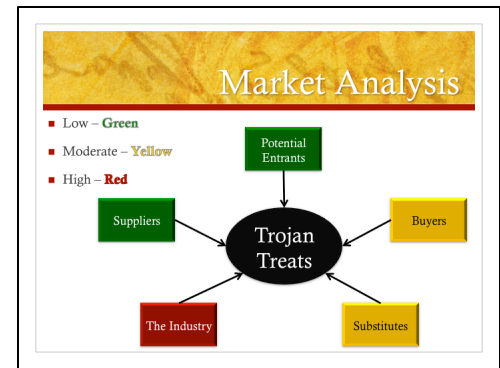
32. Save your presentation.

Slide 4 – Market Analysis

33. In the *Home* tab, click on the **New Slide** pull-down and select the **Title and Content** option.
34. For the title, enter **Market Analysis**.
35. Within the text box, enter the words **Low**, **Moderate** and **High** with a dash after each and a different color for each.

There are several forces that act upon a company and affect its potential for success in the market place. Using the Porter's Competitive Forces model, these forces are:

- **Potential Entrants** – the ability for new companies to enter the market place and raise competition
- **Buyers** – the ability for the consumer to dictate the price you can offer your product at
- **Substitutes** – the number of different products which the consumer might be willing to purchase in place of your product
- **Suppliers** – the ability of suppliers to control how quickly you can offer your product to the consumer and at what price
- **The Industry** – how volatile the market place is depends on the number of players, technology, and perhaps how consumer tastes change



These forces can be evaluated as **Low**, **Moderate**, or **High**.

For example, evaluating the Trojan Treats sample company, you might rate the following forces as follows:

- Potential Entrants – Low (because of large starting capital needed)
- Buyers – Moderate (because buyers can choose competitor's bakery goods)
- Substitutes – Moderate (other dessert items can be considered substitute goods)
- Suppliers – Low (because there are a lot of suppliers who you could use)
- The Industry – High (many companies fighting for market share and trying to establish "name" recognition)

For your company, select a rate (Low, Moderate or High) for each of the forces.

36. Draw a diagram showing the forces and their weight by using the three colors you chose. To draw shapes, click on the **Insert** tab and the **Shapes** pull-down. Select the shapes you want to use such as an oval and rectangles.
37. To enter text in each shape, just click on the shape (you will see a dotted rectangle around it) and start typing text. Use the *Home* tab to adjust the text font and size.
38. To add the arrows, click on the **Insert** tab and the **Shapes** pull-down. Under the *Lines* section, select the arrow image. For each arrow, attach the head of the arrow to the shape holding your company name. The small circle will turn red when it is attached. Attach the tail of the arrow to one of the force shapes. Again, the small circle will turn red when it is properly attached.
39. To add effects to the shapes such as shadows, click on the shape. Click the **Format** tab, and then click the **Shape Effects** pull-down. This tab also contains pull-downs to align shapes and rotate them.

40. Select all the objects used to make the forces diagram (shapes and arrows) so we can group them. To multi-select, use the **shift** key. Under the **Format** tab, click the **Group** option. Alternatively, you can hold the **control** key, click each object, right click on the mouse and select the **Group** option.
41. Save your presentation.

Slide 5 – Expected Revenue and Expenses Chart

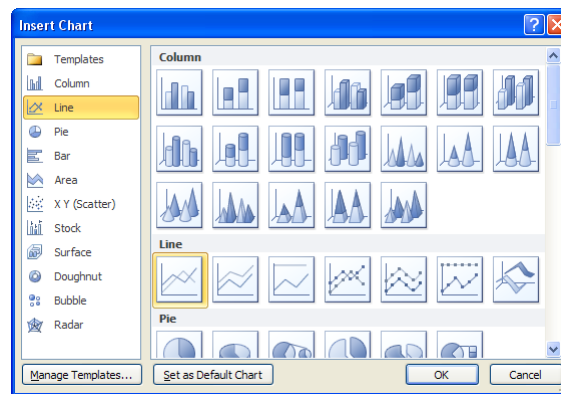
42. In the *Home* tab, click on the **New Slide** pull-down and select the **Title and Content** option.

43. For the title, enter **Expected Revenue and Expenses**.

44. Click on the **Insert Chart** icon in the middle of the slide. It has 3 colored bars.



45. In the *Insert Chart* window, select the first Line chart option.



46. Click the **OK** button.

47. Microsoft Excel will open since MS Office is interactive with other office programs. A chart in PowerPoint will be saved as an Excel spreadsheet.

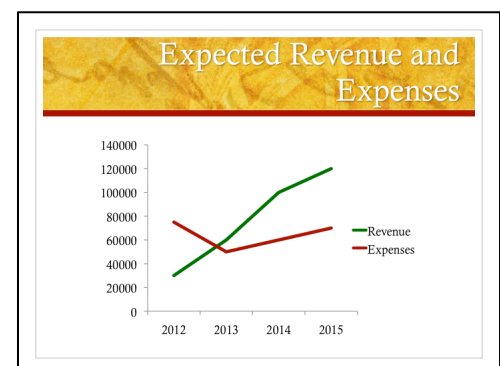
48. Change the values in the datasheet of the graph. To change a value of a cell, select the cell and type in your values. To input numbers into a box, just click on the box and start typing. All changes will automatically be reflected in the PowerPoint chart.

- Change the cell *Series 1* to **Revenue**.
- Change the cell *Series 2* to **Expenses**.
- Click on the **D** column. Right-click and select **Delete**.
- Change *Category 1*, *Category 2*, *Category 3*, and *Category 4* to the current year and the next three years.
- Make up some Revenue and Expense values and enter them in the datasheet.

49. Close Excel by clicking on the **x** button in the upper right corner. If you want to edit the data, simply right click on the chart and select the **Edit Data...** option.




50. Click on your chart and then click the **Design** tab.

51. Click on the **Select Data** option.



52. In the *Select Data Source* window, make sure the *Revenues and Expenses* are on the left-hand column and the years are listed in the right-hand column. If you need to switch them, then click the **Switch Row/Column** button. Click the **OK** button.
53. In the chart in PowerPoint, select the **Revenue** data line. Right click and select the **Format Data Series...** option.
54. Change the color of the line by selecting the **Line Color** option in the left column. Select the **Solid line** radio box. Change the *Color* to a green color.
55. Change the weight of the line by selecting the **Line Style** option. Increase the *Width*.
56. Modify the Expenses data line by changing the line color to red and increasing the weight.
57. Remove the grid lines from the chart by clicking on the chart and selecting the **Layout** tab. Select the **Gridlines** option → the **Primary Horizontal Gridlines** option → the **None** option.
58. Save your presentation.

Final Touches to your Presentation

59. Add a footer to your presentation which displays the date and slide number on each slide other than the Title slide. Click on the **Insert** tab and select the **Header & Footer** option.
60. In the *Header and Footer* window, click the checkbox next to the **Date and time** option. Click the checkbox next to the **Slide number** option. Click the checkbox next to the **Don't show on title slide** option. Click the **Apply to All** button.
61. View your presentation using the Slide Sorter by selecting the **View** tab and the **Slide Sorter** option. You also have access to this at the bottom right of the PowerPoint window. Use the slider to increase or decrease the size of the slides.
62. Add transitions from one slide to the next. You can set the same transition for all of the slides or a different transition for each of them. In the *Slide Sorter* view, select all slides by clicking on the first slide, holding down the **shift** key and clicking on the last slide. Another way to select all slides is to hold down the **control** key and click the **A** key.
63. Click on the **Transitions** tab and select one of the effects. Verify that the whooshing star  appears below each slide indicating that the transition has been applied.
64. View your slide transitions by clicking on the selecting the **Slide Show** tab and the **From Beginning** option. (You could also click the **Slide Show** icon  at the bottom right of the window.) To advance through your slides click your mouse or use the arrow keys.
65. Return to the *Normal* view of your presentation by selecting the **View** tab and **Normal** option or clicking on the Normal view icon  at the bottom right of the window.
66. Select your *Expected Revenue and Expenses* slide (#5).
67. Add animation to your chart by selecting the **Animations** tab. Click on the chart.
68. Click on **Add Animation** → **Wipe** under the Entrance section.
69. To change the direction, click on **Effect Options** → **From Left**.
70. Change the *Start* pull-down to the **With Previous** option.

71. Click on **Effect Options** → **By Series**. It is breaking up the parts of the chart into a series of events. Click on the **Animation Pane** option. You will see the Animation Pane on the right side and the three steps for the animation. We want the grid and legend to not animation. To the right of the first step, click on the down arrow and select the **Remove** option.
72. In the Animation Pane, you should see two steps – one for the Revenue line and one for the Expenses line. For each step, the *Start* pull-down should be set to the **With Previous** option. If it is not, fix it.
73. In the Animation Pane, click on the second step. Change the *Delay* pull-down to **00.50** (or greater).
74. View your animation by clicking on the **Preview** icon on the far left of the *Animations* ribbon. The Revenue line should wipe in from the left. After it is done, the Expenses line should wipe in from the left. If you use Slide Show to test it, then you should not need to click the mouse or arrow keys during this animation sequence.
75. Go to your *Market Analysis* slide. Animate your bullet list (Low, Moderate, High) so that each bullet line displays one at a time and automatically (without the need to click the mouse or arrow keys during the presentation). Use the **Animations** ribbon and the **Add Animation** option (your choice). Use the **Effect Options** pull-down to change its properties and to make sure the animation is a sequence by paragraph. Each step in the Animation Pane should have the **Start** pull-down set to the **With Previous** option. Use the **Delay** pull-down to add delay values to the Moderate and High bullets. The High bullet should have a larger delay value so it will be shown after the Moderate bullet.
76. Save your presentation. The file should be named *lastname_firstname_powerpoint* where *lastname* and *firstname* are replaced with your actual last and first names. Windows will automatically append the .pptx file extension. The file should be in a folder named **itp101** on your flash drive or in the *Documents* folder.

Submitting your Business Proposal
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77. Submit your PowerPoint file on **Blackboard** (<http://blackboard.usc.edu>) by the due date.
 - a. Click on the **Assignments** option in the left navigation bar.
 - b. Click on the **Lab1** item.
 - c. Next to the *Attach File* label, click on the **Browse My Computer** button.
 - d. Find your PowerPoint file (*lastname_firstname_powerpoint.pptx*) and click the **Open** button.
 - e. Click the **Submit** button. (If you click the *Save as Draft* button, the graders will NOT have access to your file.)

Congratulations on completing your first ITP 101 project!
