

Project #: W-14

Word Specialist

Level
Basic Intermediate Advanced



Project Title
Industry Trend Article

New Skills:

- Inserting bookmarks into a document
- Adding a hyperlink text to bookmarks
- Inserting a drop cap



The Office
Specialist.com
The Microsoft Office Experts

Jazz My Wheels

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement

Word Specialist
Project #: W-14

Customer Name: Jazz My Wheels
Assigned to: You, the MS Word Specialist
Project Title: Industry Trend Article
Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 17.

Project Description

Jazz My Wheels wants to begin work on structuring themselves to sell franchises. The company's Board of Directors and investors are going to need to be convinced that franchising is a good business decision. The owner has researched the pros and cons of this business strategy and he will give a presentation to the board next week. The owner has written an article he wants professionally prepared for this presentation.

Your Job

As the Microsoft Word Specialist, you will review the article the owner has written and edit it as necessary. Be prepared to provide several drafts of this multi-page document before getting approval. Each time a draft document is saved, be sure to include in your file name the version number (i.e., version 1 or version 2) to help keep track of the most current draft being presented for approval.

Tips and Strategies

1. To save time and frustration, create bookmarks so that you can easily move from one place to another within your document.
2. An example of what your finished document should look like has been provided. Refer to this document for visual guidance as you complete the instructions. When you see an icon in the instructions, look for the matching icon in the finished document.
3. Read through all of the instructions before proceeding with the project.

Instructions to the MS Word Specialist

1. Using Microsoft Word, open a new document.
2. Save the document as **Project W-14 Industry Trend Article** in your “Word Projects” folder within the “Jazz My Wheels Projects” folder.
3. Unless otherwise noted, the font should be set to Times New Roman 12 point.
4. Insert a footer that includes the page number center-aligned as shown in **Document W-14.1**. See icon **A**
5. On the first line of the document, using the default margins, key the title using point size 16, bold, and center-aligned as shown in **Document W-14.1**. See icon **B**
6. Double-space and key the subtitle, bold, left-aligned as shown in **Document W-14.1**.
7. Change the first letter of the paragraph to a drop cap, dropped two lines as shown in **Document W-14.1** and then key the text left-aligned. See icon **C**
8. Insert a page break into the document.
9. On the first line of **page two**, key the text as shown in **Document W-14.1**. See icon **D**
10. Insert another page break into the document.
11. On the first line of **page three**, key the text as shown in **Document W-14.1**. See icon **E**
12. Insert another page break into the document.
13. On the first line of **page four**, key the text as shown in **Document W-14.1**. See icon **F**
14. Insert another page break into the document.
15. On the first line of **page five**, key the text as shown in **Document W-14.1**. See icon **G**
16. Select all of the text on **page two** of the document and insert a bookmark. Name the bookmark **step1**. DO NOT use any spaces when naming the bookmark.
17. Go to **page one** and select the text “Step 1. Car Wash.” Then hyperlink the selected text to the bookmark named **step1** in the text display box. Click on Bookmark and select **step1** from the bookmark list.
18. Select all of the text on **page three** of the document and insert a bookmark. Name this bookmark **step2**. DO NOT use any spaces when naming the bookmark.
19. Go to **page one** and select the text “Step 2. Auto Glass.” Hyperlink the selected text to the bookmark named **step2**.

Instructions to the MS Word Specialist (Continued)

20. Select all of the text on **page four** of the document and insert a bookmark. Name the bookmark **step3**. DO NOT use any spaces when naming the bookmark.
21. Go to **page one** and select the text "Step 3. Auto Paint." Hyperlink the selected text to the bookmark named **step3**.
22. Select all of the text on **page five** of the document and insert a bookmark. Name the bookmark **step4**. DO NOT use any spaces when naming the bookmark.
23. Go to **page one** and select the text "Step 4. Oil Change." Hyperlink the selected text to the bookmark named **step4**.
24. Go to **page one** of your document. Click on each of the hyperlinks you created to be sure that they are all linked to the correct page within the document.
25. Carefully proofread your work for accuracy and format. Compare your final document to the example shown in **Document W-14.2**.
26. Resave the file.
27. Print a copy of the document if required by your instructor.

Note: Text to key on page 1.

B Automotive Franchises

Automotive Industry Trends

- C** Automotive franchises come in all shapes and sizes. They include motor vehicle parts and supply stores, auto restoration, auto sound systems, wash and detailing, automotive equipment rental and leasing, tire dealers, and automotive repair and maintenance franchises. Studies show that the following franchises, despite the endemic problems in the car industry, remain a solid investment:

- Step 1. Car Wash
- Step 2. Auto Glass
- Step 3. Auto Paint
- Step 4. Oil Change



Note: Text to key on page 2.

- D** The profitability of individual car wash franchises depends upon location and marketing campaigns. The industry is highly labor intensive, with annual revenue of \$40,000 per employee.

Note: Text to key on page 3.

- E** There are over 200 million cars reported on the road overall in the United States. (United States Department of Transport) American drivers are holding on to cars longer. The average age of vehicles in the United States in 2009 was 9.5 years old compared with 9.1 in 2006 and 8.6 in 2003. (Philana Patterson, Journal of Black Enterprise, June 1, 2009)

Note: Text to key on page 4.

- F** There are more than 200 million vehicles on the road today that will need auto paint repair at some stage. The auto paint industry is booming.

Note: Text to key on page 5.

- G** The United States automotive oil change industry is booming, with over 4,000 companies and combined annual revenues of \$4 billion. More than 70% of revenue is from oil changes.

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