

PROPOSAL AND

[CLICK HERE AND TYPE COMPANY NAME]

MARKETING PLAN

BLUE SKY'S BEST OPPORTUNITY
FOR EAST REGION EXPANSION

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EXPANSION

HOW TO USE THIS REPORT TEMPLATE

Change the information on the cover page to contain the information you would like. For the body of your report, use Styles such as Heading 1-5, Body Text, Block Quotation, List Bullet, and List Number from the Style control on the Formatting toolbar.

This report template is complete with Styles for a Table of Contents and an Index. From the Insert menu, choose Reference and then Index and Tables. Click on the tab you would like to use.

HOW TO CUSTOMIZE THIS REPORT

TO CREATE YOUR OWN CUSTOMIZED VERSION OF THIS TEMPLATE.

1. Insert your company name and address in place of the text on the cover page by clicking once and typing. The address should be typed in the frame in upper right corner of the title page.
2. Make any other edits to the document that you want to have as part of the template.
3. To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from *.doc* to *.dot*) and save the template.

HOW TO CREATE A DOCUMENT

To create a report from your newly saved template, on the **File** menu, click **New**. In the **New Document** task pane, under **Templates**, click **On my computer**. In the **Templates** dialog, your updated template will appear on the General tab.. Your company information should appear in place. Now, type your report using Styles as needed.

HOW TO CREATE BULLETS AND NUMBERED LISTS

To create a bulleted list like this, select one or more paragraphs and choose the List Bullet style from the Style drop-down list on the Format toolbar, or from the

Styles and Formatting work pane located under the Format menu..

To create a numbered list like the numbered paragraphs above, select one or more paragraphs and choose the List Number style from the Style drop-down list — Word will automatically number the paragraphs for you.

This Style—the Block Quotation—can be used for quotes, notes or paragraphs of special interest. To use the Block Quotation Style, highlight any paragraph and choose Block Quotation from the style drop-down list on the Formatting toolbar.

MORE TEMPLATE TIPS

There are four ways to view the various style names of the template sample text:

1. Open the Styles and Formatting task pane by choosing Styles and Formatting from the Format menu. The style for the selected text shows in the pane.
2. In Normal view, from the Tools menu, choose Options. Click the View tab. In the Style Area Width box, dial up a number such as “1” and click OK. Observe the style name next to each paragraph.
3. Click on any paragraph and view the style name on the Formatting toolbar.
4. From the Format menu choose Theme, then Style Gallery. In the Preview section click on Style Samples.

HOW TO CREATE A TABLE

TO CREATE A TABLE, Choose Insert Table From the Table menu. To have it look like the below table, click Table AutoFormat on the Table menu, and then choose the Elegant format.

TO MODIFY AN EXISTING TABLE, such as the table below, position your cursor in any cell. To modify the table, access the Table menu to select the desired action and/or result.

Competitor Ranking	Current Share	Share in 3 Yrs.
Largest competitor	50%	30%
Second largest competitor	25%	20%

Third largest competitor	15%	12%
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■ *Table: Projected growth of competitors over 3 years.*