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# **Proposal and Marketing Plan**

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Blue Sky's Best Opportunity for East Region  
Expansion

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# Blue Sky Marketing Plan

## Blue Sky's Best Opportunity for East Region Expansion

### How to Modify This Report

To create your own version of this template, edit the contents of this document and then save it as a template:

- 1) Insert your company name and address in place of the text on the cover page by clicking once and typing.
- 2) 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 Report

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.) 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.

### 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 formatting toolbar. 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.

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.

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## How to Create a Table of Contents

To create a Table of Contents for this report, position your cursor on the blank TOC page. From the Insert menu choose Reference, then Index and Tables. Click on the Table of Contents tab. Be sure to use the Custom Style format.

### More Template Tips

There are four ways to view the various style names of template 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) For Normal or Outline 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. 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

Choose Insert from the Table menu. Be sure to choose the Professional AutoFormat if you are using a Professional style template.

**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.

<b>Competitor Ranking</b>	<b>Current Share</b>	<b>Share in 3 Yrs.</b>
Largest competitor	50%	30%
Second largest competitor	25%	20%
Third largest competitor	15%	12%

Table: Projected growth of competitors over 3 years.

## How to Edit Table Text

You can edit and format table text like regular text. Simply select text and type to replace, and use the Format menu to change the font and/or paragraph attributes.

## How to Change a Header or Footer

In Print Layout view, choose Header or Footer from the View menu. Once activated, you can change or delete the text just like regular text. When done, click Close to exit.

To delete a ruling line in the Header or Footer, from the Format menu choose Borders and Shading. Choose None from the Preset section, and click OK.

