Proposal and Marketing Plan

Blue Yonder Airlines’ Best Opportunity
For East Region Expansion

PROPOSAL AND
Marketing Plan

Blue Yonder Airlines’ Best Opportunity for East Region Expansion

# How To Use This Report Template

Change the information on the cover page to reflect your report. For the body of the report, use styles such as headings 1 through 5, body text, block quotations, list bullets, and list numbers from the **Style** list on the **Formatting** toolbar.

This report template is complete with styles for a Table of Contents and an Index. On the **Insert** menu, point to **Reference**, and then click **Index and Tables**. Click the tab you want, and then choose the options you want.

The index field collects index entries specified by XE. To insert an index entry field, select the text to be indexed. On the **Insert** menu, point to **Reference**, and then click **Index and Tables**. Click the **Index** tab, and then click **Mark Entry**.

Tip: You can also open the **Mark Index Entry** dialog box more quickly by pressing ALT+SHIFT+X. The dialog box stays open so that you can mark index entries. For more information, see Help.

In addition to producing reports, this template can be used to create proposals and workbooks. To change the text or graphics:

1. Select any paragraph and start typing.
2. To save time in the future, you can save the front cover of this report with your company name and address. For step-by-step instructions on how to preserve your changes with the template, see the following section.

# how to Modify this report

To create your own version of this template:

1. Insert your company name, address and other information in place of the text on the cover page.
2. On the File menu, click Save As. In the Save as type list, click Document Template.

# How to Create a Report

To create a report from your newly saved template, on the **File** menu, click **New** to reopen the template as a document. (Your company information should appear in place.) For the body of your report, use styles, such as Headings 1-5, Body Text, Block Quotation, and List Number, from the **Style** list on the **Formatting** toolbar.

## How to Create Bullets and Numbered Lists

1. To create a bulleted list like this, select one or more paragraphs and click the **List Bullet** style in the **Style** list on the **Formatting** toolbar. To create a numbered list like the numbered paragraphs above, select one or more paragraphs and click the **List Number** style in the **Style** list.

This style—the **Block Quotation**—can be used for quotes, notes, or paragraphs of special interest. To use the **Block Quotation** style, select any paragraph and then click **Block Quotation** in the **Style** list.

## How to Create a Footnote

To create a footnote, on the **Insert** menu, point to **Reference**, click **Footnote**, and then click **Insert**.

## How to Force a Page Break

In general, the best way to force a page break is to first insert a blank paragraph, and then click **Break** on the **Insert** menu. In the **Break** dialog box, click **Page Break**, and then click **OK**.

# more template tips

Two ways to view the various style names for template text are:

1. On the Format menu, click Styles and Formatting. Click any paragraph. View the style name in the Formatting of selected text box in the Styles and Formatting task pane.
2. Click any paragraph. View the style name in the Style list on the Formatting toolbar.

## How to Create a Table

On the **Table** menu, point to **Insert**, and then click **Table**.

To modify an existing table, such as the table below, place your cursor in any cell and then use the **Table** menu to make the changes you want.

|  |  |  |
| --- | --- | --- |
| Competitor Ranking | Current Share | Share in 3 Yrs. |
| Largest competitor | 50% | 30% |
| Second largest competitor | 25% | 20% |
| Third largest competitor | 15% | 12% |

Table 1: Projected growth of competitors over 3 years.

## How to Edit Table Text

You can edit and format table text like regular text. Select it and then type to replace it. Use the **Format** menu to change the font and paragraph attributes.

## How to Change a Header or Footer

On the **View** menu, click **Header or Footer**. Then, you can change or delete the text in these sections just as you would any text. When you’re finished, click **Close**.

To delete a rule line in a header or footer, on the **Format** menu, click **Borders and Shading**, andthen click the **Page Border** tab. Under **Setting**, click **None**, and then click **OK**.

You can search for additional help on the **Help** menu.