

TECHNOEntrepreneur

For Office 2010 Student Workbook

VERSION 2



TECHNOeBooks

Project-based Computer Curriculum eBooks



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Session 2

Professional Letter

To open your own restaurant you need a large sum of money. You have to buy or rent a building, hire employees, and purchase appliances, equipment, furnishings, and food. As an entrepreneur, you need to convince people, such as family, friends, and banks to lend you the necessary capital, or money. By explaining your research survey and your well thought out plans, people will be more likely to believe that your restaurant will be a success. As a result, they may lend you money and expect to make a good investment.

You will be writing a letter explaining your careful research and detailed plans to potential investors. In the letter you will describe your restaurant and insert a copy of the graph that you saved in the last session. Hopefully your investors will be impressed with how carefully organized and well prepared you are to start your own business!

Assignment 5: Professional Letter

Session 2 Review

Session 2 Skill Review

Session 2 Extension Activity: Design a Menu

Assignment 5: Professional Letter

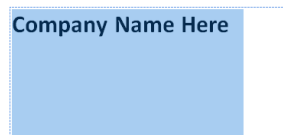
In order to open your restaurant, you need a lot of money. You need to buy furnishings, appliances, and food. Also, you must hire cooks and waitresses. To borrow the necessary money, you are going to write a letter to investors asking them to help fund the building of the restaurant. Convince your family, friends, and bankers that you have a successful, well planned idea for your business!

Open the Professional Letter Template

- ☞ Open the *Entrepreneur* folder.
- ☞ Double click the *Professional Letter* file.

Add Restaurant Name

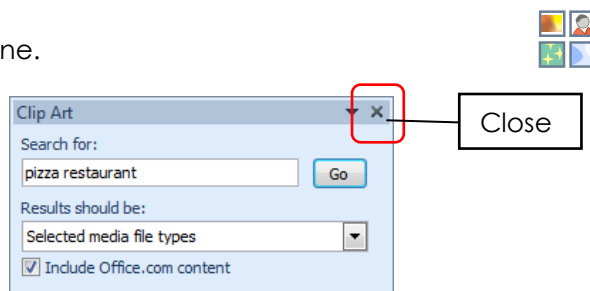
- ☞ Triple click the "Company Name Here" text in the first placeholder.



- ☞ Type the name of your restaurant to replace the text.
- ☞ Press ENTER to move the cursor below the text.

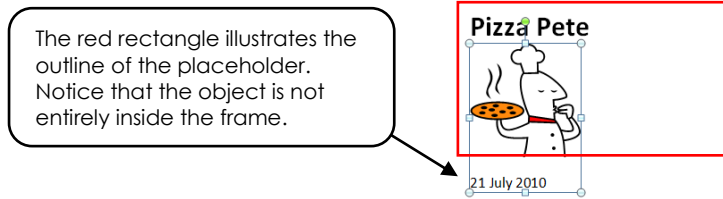
Add Company Logo

- ☞ Click the Insert tab and choose *Clip Art* from the Illustrations group.
- ☞ Enter a suitable term into the *Search for:* box and click *Go*.
- ☞ Review the results to find an image.
- ☞ Click on a clip art image to add it to the document.
- ☞ Close the Clip Art task pane.



Resize the Object

- The object will fit into the placeholder frame but it may not resize to fit correctly.



- ☞ Click and drag a corner sizing handle to resize the object so that it fits inside the frame.
 - Drag in to make the object smaller
 - Drag out to make the object larger



Add a Return Address

- ☞ Click the mouse on the 'Click here to type return address' placeholder.
- ☞ Begin typing an address (real or fictional) for the location of the restaurant.

Add the Recipient's Address

- ☞ Click the mouse on the 'Click here to type recipient's address' placeholder.
- ☞ Type the school's address or make up one.

Change Salutation




- ☞ Triple click to select the greeting "Dear Sir or Madam".
- ☞ Type an alternate greeting. Some suggestions include:
 - Dear Madam or Sir:
 - Dear Sir:
 - Dear Madam:
 - Ladies and Gentlemen:
 - To Whom it May Concern:
 - Dear Mother and Father:
 - Dear Mom and Dad:

Insert Pie Graph

- ☞ Click the mouse to place the cursor in the space between the preformatted text in the body of the letter and the closing salutation.

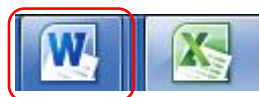


Open Microsoft Excel

- ☞ Double click the Microsoft Excel shortcut or click *Start – All Programs – Microsoft Office – Microsoft Excel 2010*. 
- ☞ Click the *File* tab and choose *Open*. 
- ☞ Go to the place where you save your work and open your **My Survey** document. (*Ask your teacher how to do this*).
- ☞ Click to select the pie graph on the worksheet.
- ☞ On the Home tab in the Clipboard group, click Copy. 

Toggle Between Programs


- ☞ Look on the taskbar to see icons showing the two open programs.

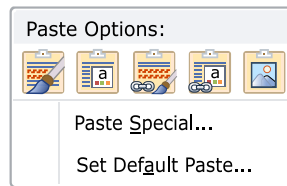


This shows that both **Excel** and **Word** are open.

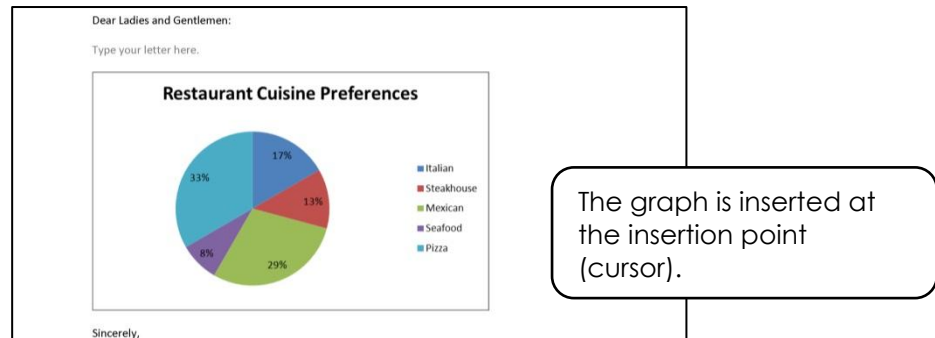
- ☞ Click on the *Word* icon to switch back to the professional letter.

Paste the Graph into the Letter

- On the Home tab in the Clipboard group, click the arrow on the *Paste* command. 



- Click *Picture*. 

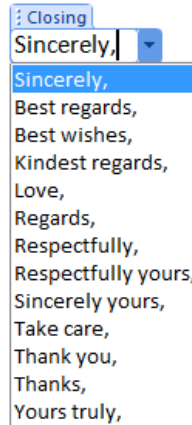


Type the Letter Body

- Triple click the mouse on the body text "Type your letter here".
- Begin typing the new information. The selection is replaced with the new text. Include the following information:
 - The reason for writing the letter (to request investment capital).
 - Describe the uniqueness of the restaurant and how it will attract customers.
 - Explain your survey results.
- If you prefer to add text after the picture, click the mouse to the right of the object and press ENTER twice.
- Continue typing.

Choose a Letter Closing

- Click the arrow beside the "Sincerely," placeholder.
- Choose a closing from the menu.




- Press the END key on the keyboard to return the cursor to the document.
- Press ENTER.

Add a Signature

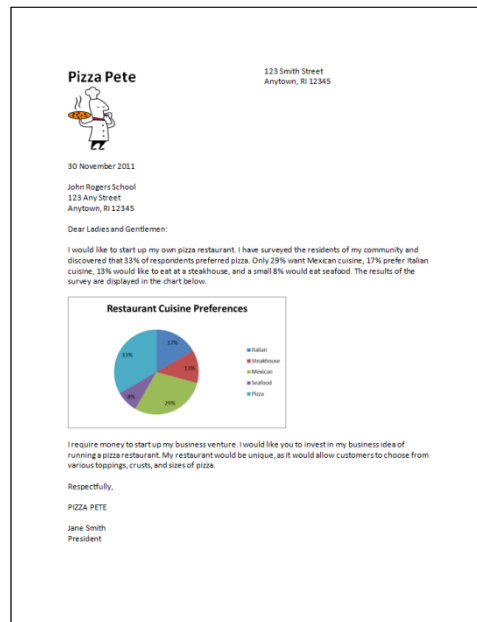
- Press the CAPS LOCK key on the keyboard.
- Type the **name of your restaurant**.
- Press ENTER.
- Click the placeholder "Click here and type your name".
- Type your name.
- Click the placeholder "Click here and type job title".
- Type your job title. (example: *President, Founder, CEO, or Manager*)

Save the Document

- Click the *File* tab and choose *Save As*. 
- Go to the place where you save your work. (Ask your teacher how to do this).
- Change the name of the document to **Investment Letter**.
- Click Save.

Format the Text to Make the Article Fit on ONE Page

The size of the graph has likely forced your letter to flow onto a second page. You need to format the document to make it **FIT** onto **ONE PAGE**. Below are some tips.



Change the Zoom Level

- Click and drag the zoom slider to the **LEFT** so you can see both pages on your screen.



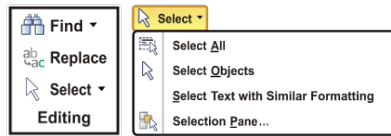
Resize the Picture

- Click on the picture of the graph.
- Place the mouse pointer over a corner handle.
- When the mouse pointer changes to a two-way arrow, click and drag **INWARDS** to make the graph smaller.



Select All the Information and Use Shrink Font

- Find the *Editing* group on the *Home* tab. Click *Select* and choose *Select All*.



- On the *Home* tab, find the *Font* group and click *Shrink Font* to decrease the font one point size at a time until the information fits on one page. **A**

Remove Extra Line Spaces

- Sometimes there are extra line spaces between paragraphs or at the end of the document. Position the cursor at the extra line space. Press **DELETE**.

Save the Changes

- If you made changes to your letter so that it now fits onto one page, click the *File* tab and choose *Save*.

**Print the Letter**

- Click the *File* tab and choose *Print*.
- Preview the document in the pane on the right to ensure it looks great.
- Choose the desired printer, if necessary.
- Click *Print*.



Close Applications

☞ Click the File tab and choose *Exit* to close Microsoft Word.



☞ Click the File tab and choose *Exit* to close Microsoft Excel.



Different Kinds of Letters

Letters are written for many reasons and to communicate many different messages. The parts of a letter change with the type of letter.

1. Persuasive letters can be written to try to convince someone to do something. For what reason might you write a persuasive letter to your principal? What salutation would you use? What closing would you use?

2. Application letters can be written to try to get a job. For what job would you write a letter of application? What salutation would you use? What closing would you use?

3. Thank you letters can be written to thank someone for something. To whom and for what reason might you write a thank you letter? What salutation would you use? What closing would you use?


4. Personal letters can be written to family or close friends who are separated for long periods of time. Who might write such a letter? What salutation would you use? What closing would you use?

Session 2 Review

Identify the parts of the business letter.

- Parts of a Letter**
- Body
 - Signature
 - Company Name
 - Return Address
 - Closing
 - Date
 - Recipient's Address
 - Salutation

Pizza Pete



123 Smith Street
Anytown, RI 12345

2.

1.

30 November 2011

3.

John Rogers School
123 Any Street
Anytown, RI 12345

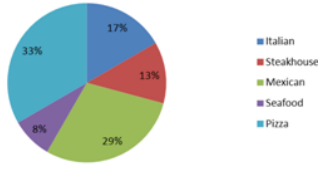
4.

Dear Ladies and Gentlemen:

5.

I would like to start up my own pizza restaurant. I have surveyed the residents of my community and discovered that 33% of respondents preferred pizza. Only 29% want Mexican cuisine, 17% prefer Italian cuisine, 13% would like to eat at a steakhouse, and a small 8% would eat seafood. The results of the survey are displayed in the chart below.

Restaurant Cuisine Preferences



Cuisine	Percentage
Italian	17%
Steakhouse	13%
Mexican	29%
Seafood	8%
Pizza	33%

I require money to start up my business venture. I would like you to invest in my business idea of running a pizza restaurant. My restaurant would be unique, as it would allow customers to choose from various toppings, crusts, and sizes of pizza.

Respectfully,

7.

PIZZA PETE

Jane Smith
President

8.

6.

Session 2 Skill Review

You have just opened a new pet shop. You would like to let the customers and other businesses in the neighborhood know about your new store. Write a letter to announce your Grand Opening!

Open the Professional Letter template

- ☞ Open the Entrepreneur folder. *(Ask your teacher how to do this).*
- ☞ Double click the *Professional Letter* template.

Add Pet Store Information

- ☞ Make up a name for the pet store and write it in the **Company Name** placeholder.
- ☞ Add a company logo using the Clip Art gallery.
- ☞ Make up a **return address** for your pet store.
- ☞ Since you will be sending the same letter to many neighbors, Click the mouse on the 'Click here to type recipient's address' placeholder, press the spacebar to clear the contents.

Add Pet Store Information

- ☞ In the body of the letter, tell the neighbors about the pet store. Include:
 - Types of animals, such as puppies, fish, birds
 - Products you sell, such as flea collars, toys for kittens, and hamster food
 - Services you provide, such as dog grooming or kennel boarding
 - Date of grand opening
 - Store location and hours
 - Other important information that will encourage customers to visit your store
- ☞ Triple click the mouse on the body text "Type your letter here".
- ☞ Type the letter.

Complete Letter Closing and Signature

- ☞ Click the arrow beside the "Sincerely," placeholder.
- ☞ Choose a closing from the menu.
- ☞ Press the END key on the keyboard to return the cursor to the document.
- ☞ Press ENTER.
- ☞ Add your **name** and **job title**.

Print Letter

- ☞ Proofread your work and edit it carefully.
- ☞ Save the letter with the name **Grand Opening**.
- ☞ Print the letter.
- ☞ Close Microsoft Word.

