

Project #: E-2

Excel Specialist

Level Basic Intermediate Advanced



Project Title
Market Analysis

New Skills:

- Changing font size
- Changing column width
- Using bold, italic, and underline



The Office
Specialist.com
The Microsoft Office Experts

Lettuce-Do-Lunch

Jazz My Wheels

College Concierge

Squeaky Clean

Lawn Enforcement

Excel Specialist
Project #: E-2

Customer Name: Lettuce-Do-Lunch

Assigned to: You, the MS Excel Specialist

Project Title: Market Analysis

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 16.

Project Description

Lettuce-Do-Lunch is preparing a business plan to submit to potential investors. A business plan is a written document that describes how a business will achieve its goals. A company's business plan is one of its most important documents. Lettuce-Do-Lunch is including a table in the business plan that identifies potential customers. They will use this information to plan how to attract those types of people to their restaurant.

Your Job

As the Microsoft Excel Specialist, you will create and format a spreadsheet that contains market analysis information to include in the business plan.

Tips and Strategies

1. Read all of the instructions before proceeding with the project.
2. Column headings are typically aligned with the text in the columns underneath them.

Instructions to the MS Excel Specialist

1. Using Microsoft Excel, create a new blank workbook.
2. Save the document as **Project E-2 Market Analysis** in the “Excel Projects” folder within the “Lettuce-Do-Lunch Projects” folder.
3. Key the data into the spreadsheet as it appears in **Spreadsheet E-2**. Unless otherwise noted, the font should be set to Arial 10 point.
4. Change the font size of cell A1 to 16 point bold. Be sure you keyed the text using all caps.
5. Format cells A5 – I5 as 12 point bold, italic, and underline.
6. Center-align the data in column D.
7. Right-align the data in columns E – I.
8. Format the width of columns D – I to 12.
9. Carefully proofread your work for accuracy.
10. Resave the file.
11. Set the Print Area to include all cells containing data in the spreadsheet.
12. Use Print Preview and adjust the Page Setup so that the spreadsheet orientation is landscape and it fits on one page.
13. Print a copy of the spreadsheet if required by your instructor.

	A	B	C	D	E	F	G	H	I
1	MARKET ANALYSIS								
2									
3									
4									
5	Potential Customers			% Growth	Year 1	Year 2	Year 3	Year 4	Year 5
6	Local workers			2%	4853	4950	5049	5150	5253
7	Local students			2%	2844	2901	2959	3018	3078
8	Seasonal tourists			3%	80558	82975	85464	88028	90669
9	Weekend shoppers			4%	4308	4480	4660	4846	5040
10	Area residents			2%	15000	15300	15606	15918	16236