

Assignment: Create an Industry Analysis

For this assignment, you will create a Word document and PowerPoint presentation that each integrate Excel. Follow the directions below, then submit your assignment. If you get stuck on a step, review this module and ask your classmates for help in the discussion forum.

You have been tasked with creating an industry analysis of the major retailers in the U.S. in both PowerPoint and Word. Follow these steps to accomplish the task.

1. Download the [retail report](#) document in Word, the [retail slides](#) in PowerPoint, and the [retail data](#) file in Excel. Save all three files to the Rowan folder on your desktop..
2. Open the PowerPoint presentation. Save it to the Rowan folder on your desktop as **BA132_LastName_RetailAnalysis.pptx**, replacing “LastName” with your own last name. (Example: BA132_Hywater_RetailAnalysis). It is a good idea to save your work periodically.
3. Insert two additional slides at the end of the presentation that will each contain a title and content. On slide 3, add the title “Top Ten Retailers”. Copy and paste the table from the Excel retail data file

(columns A, B, and C, and rows 1-10).

The screenshot shows a Microsoft PowerPoint window titled 'Presentation1 - PowerPoint'. The ribbon includes File, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Recording, Help, Design, and Layout. The 'Home' tab is active, showing options for Clipboard, Slides, Font, Paragraph, and Drawing. The 'Slides' pane on the left shows four slides, with the third slide, 'Top Ten Retailers', selected. The main slide area displays the title 'Top Ten Retailers' in green. Below the title is a table with three columns: Rank, Retailer, and 2014 Retail Sales. The table contains data for the top ten retailers. A green geometric pattern is visible on the right side of the slide.

Rank	Retailer	2014 Retail Sales
1	Walmart Stores	\$343,624,000
2	The Kroger Co.	\$103,033,000
3	Costco	\$79,694,000
4	The Home Depot	\$74,203,000
5	Walgreen	\$72,671,000
6	Target	\$72,618,000
7	CVS Caremark	\$67,974,000
8	Lowe's Companies	\$54,805,000
9	Amazon.com	\$49,353,000
10	Safeway	\$36,330,000

4. Format the table how you would like to make it more attractive. You may want to move the table, resize the table, increase the font size, format the headers, and change the colors or style of the table.

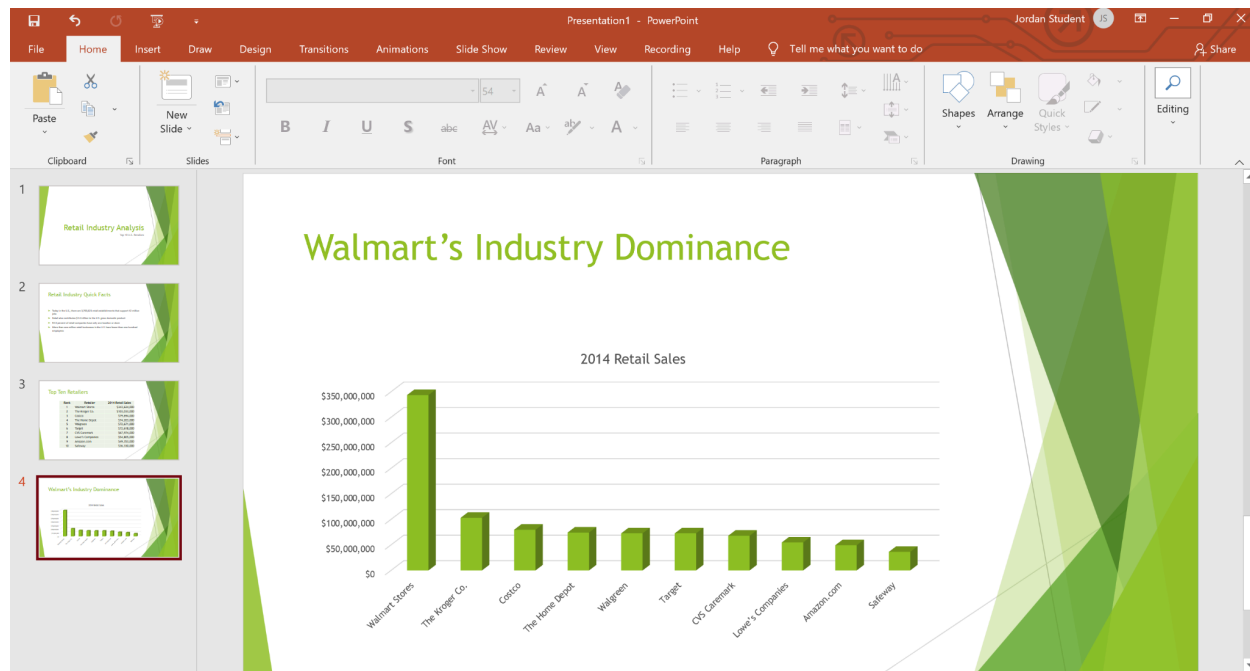
Here is one example of what your table might look like.

Top Ten Retailers

Rank	Retailer	2014 Retail Sales
1	Walmart Stores	\$343,624,000
2	The Kroger Co.	\$103,033,000
3	Costco	\$79,694,000
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9	Amazon.com	\$49,353,000
10	Safeway	\$36,330,000

- On slide 4, add the title “Walmart’s Industry Dominance”. Copy and paste the bar chart from the Excel retail data file into the slide. Again, format the table how you like to make it more attractive.

Save your PowerPoint presentation again.



6. Open the Word document. Save it to the Rowan folder on your desktop as **BA132_LastName_IndustryAnalysis.docx**, replacing “LastName” with your own last name. (Example: BA132_Hywater_IndustryAnalysis).
7. Below the text, “The top ten are listed in the table below”, copy and paste the table from the Excel retail data file (columns A, B, and C,

and rows 1-10).

BA132_Hywater_CompetitiveAnalysis - Word

File Home Insert Draw Design Layout References Mailings Review View Help Design Layout Tell me what you want to do Share

Clipboard Font Paragraph Styles Editing

Times New Roman 10 A⁺ A⁻ Aa A² X² abx AaBbCcDd AaBbCcDd AaBbCc 1 Normal Medium... Heading 1

Find Replace Select

More than one million retail businesses in the U.S. have fewer than one hundred employees. Most retail outlets are small and have weekly sales of just a few hundred dollars. A few are extremely large, having sales of \$500,000 or more on a single day. In fact, on special sale days, some stores exceed \$1 million in sales.

You can view the number of jobs and retail presence in your state at the National Retail Federation (NRF).

Who are these retailers? The NRF posts an annual list of the top one hundred retailers by retail sales. The top ten are listed in the table below.

Rank	Retailer	2014 Retail Sales
1	Walmart Stores	\$343,624,000
2	The Kroger Co.	\$103,033,000
3	Costco	\$79,694,000
4	The Home Depot	\$74,203,000
5	Walgreen	\$72,671,000
6	Target	\$72,618,000
7	CVS Caremark	\$67,974,000
8	Lowe's Companies	\$54,805,000
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The Retail Industry

The retail industry covers an enormous range of consumer needs. The retail industry is designed to create contact efficiency—allowing shoppers to buy what they want efficiently with a smaller number of transactions. This design doesn't come from a master retail plan. It's driven by market forces. When a retailer sees an opportunity to expand its offering to increase purchases from customers in one location,

8. Below the table, insert a new paragraph and type the following sentence: “You can see the scale of Walmart’s sales compared to the other top nine retailers in the chart below.” Then copy and paste the bar chart from the Excel retail data file below the

additional text.

BA132_Hywater_CompetitiveAnalysis - Word

File Home Insert Draw Design Layout References Mailings Review View Help Tell me what you want to do

Clipboard Paste

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Rank	Retailer	2014 Retail Sales
1	Walmart Stores	\$343,624,000
2	The Kroger Co.	\$103,033,000
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5	Walgreen	\$72,671,000
6	Target	\$72,618,000
7	CVS Caremark	\$67,974,000
8	Lowe's Companies	\$54,805,000
9	Amazon.com	\$49,353,000
10	Safeway	\$36,330,000

You can see the scale of Walmart's sales compared to the other top nine retailers in the chart below.

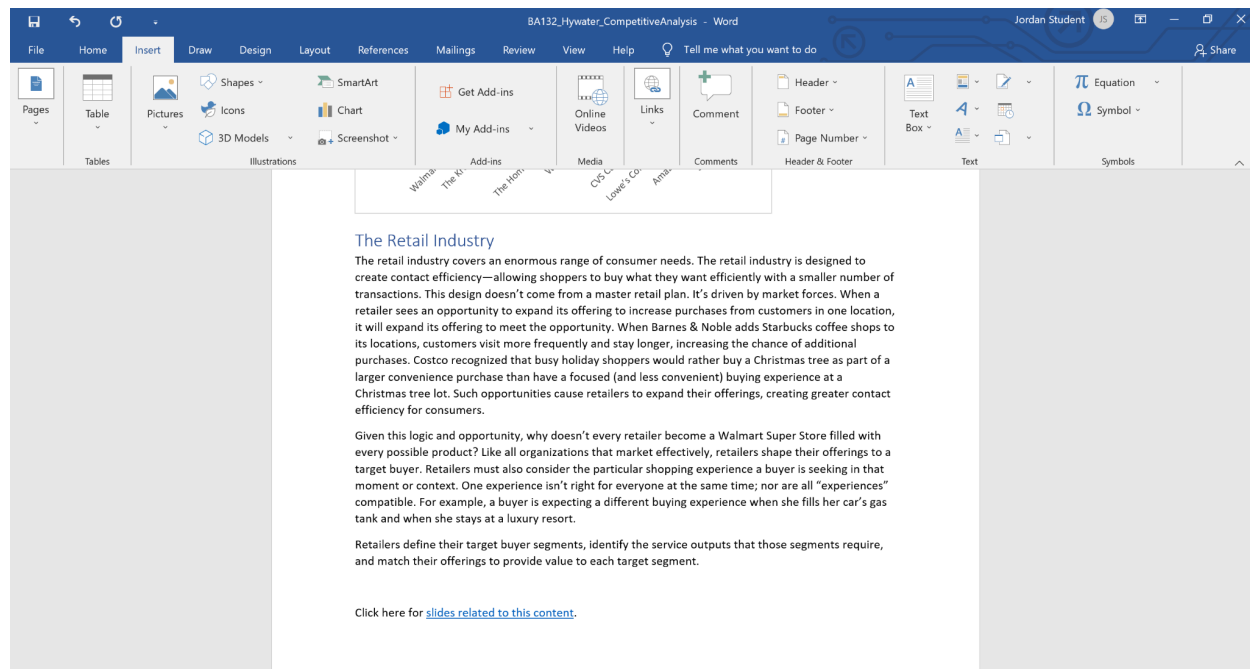
2014 Retail Sales

The bar chart displays the 2014 retail sales for the top ten retailers. The y-axis represents sales in dollars, ranging from \$0 to \$350,000,000 in increments of \$50,000,000. The x-axis lists the retailers. Walmart Stores has the highest sales by a large margin, followed by The Kroger Co., Costco, and The Home Depot. The remaining retailers have sales between \$36 million and \$79 million.

Retailer	2014 Retail Sales
Walmart Stores	\$343,624,000
The Kroger Co.	\$103,033,000
Costco	\$79,694,000
The Home Depot	\$74,203,000
Walgreen	\$72,671,000
Target	\$72,618,000
CVS Caremark	\$67,974,000
Lowe's Companies	\$54,805,000
Amazon.com	\$49,353,000
Safeway	\$36,330,000

9. At the bottom of the document, add a sentence that says “Click here for slides related to this content.” Then add a hyperlink to the words “slides related to this content” that links to your updated

PowerPoint presentation file.



10. Save your document again. Submit both the PowerPoint presentation and the Word document in your course online.

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