

Write a Comprehensive Report

Many firms are reaching their existing and potential customers by using the Internet as a promotional medium. You are to choose two companies from the table below and complete Activities 1-10.

Fed Ex	UPS	Wendy's	Burger King	Pepsi
Wal-Mart	K-Mart	Coke	Reebok	Nabisco
Ford	Chevrolet	Nike	Circuit City	Best Buy
Lays	Pringles	Keebler	Office Depot	Staples

Once you have chosen your companies you should:

1. Locate their web sites.
2. Evaluate and critique their web sites and information.
3. Develop a 3-5 page evaluation report comparing the two firms, their similarities, differences, marketing advantage one may have over the other, and discuss the effectiveness of the site reaching the specific target market.
4. Set margins for a left bound report (left margin = 1.5"). Be sure to double space the paper and include page numbers.
5. Proofread.
6. Type your name, date, and class in the header.
7. Save as **Handout D403-12**. Print the report.
8. Create a title page (company names, course name, student name, teacher name, and date). Save as **Handout D403-12a**.
9. Create a bibliography page with the sources used. Save as **Handout D403-12c**.
10. Print the title page and bibliography.
11. Place all three documents (title page, report, and bibliography) in a report cover.

Word Processing

Use word processing software with alternative input devices.