Devon & Company

COMPLETING A CONSULTANT'S REPORT

⚙ GETTING STARTED

- Open the file **IL_WD19_CS1-3a_*StudentID*_1.docx**, available for download.

- Save the file as **IL_WD19_CS1-3a_*StudentID*_2.docx** by changing the "1" to a "2".

    o If you do not see the .docx file extension in the Save As dialog box, do not type it. The program will add the file extension for you automatically.

- To complete this Project, you will also need to download and save the following data files onto your computer:

    o **Support_WD19_CS1-3a_Quotation.docx**

- With the file **IL_WD19_CS1-3a_*StudentID*_2.docx** still open, ensure that your Student ID is displayed in the footer.

📖 PROJECT STEPS

1. You are an associate consultant for Devon & Company, a major consulting firm located in Montreal, Canada, and are completing a report for a client on trends in grocery stores. At the bottom of page 1, align the tops of the "Analysis" and "Direction" pictures with the top of the "Insight" picture.

2. Change the theme colors to **Green** to coordinate with the company logo.

3. Add a shape to balance the page as follows:

    a. Near the bottom of page 1, insert a **Rectangle** from the Rectangles section of the Shapes gallery.

    b. Bring the "Insight", "Analysis", and "Direction" pictures to the front.

    c. Resize the new rectangle to a height of **1"** and a width of **6.5"**.

    d. Apply the **Subtle Effect - Dark Teal, Accent 4** shape style to the rectangle.

    e. Remove the outline from the rectangle.

    f. Drag the rectangle so that its top edge is flush with the bottom edge of the "Trends Analysis" green rectangle on the page and its left and right edges are aligned with the other objects, as shown in Figure 1.

Figure 1: Position of the New Rectangle

4. On page 2, apply the **Fill: Green, Accent color 1; Shadow** text effect to the heading paragraph "Overview".

5. Illustrate the suggested strategies for Green Market Grocery as follows:

   a. In the blank paragraph in the "Overview" section, insert a **Grid Matrix** SmartArt from the Matrix section of the SmartArt gallery.

   b. Enter the following text in the shapes:
   Upper-left shape: **Local and fresh**
   Upper-right shape: **E-commerce**
   Lower-left shape: **Shopping and more**
   Lower-right shape: **Meal kits**

6. Format the SmartArt as follows to suit the appearance of the document:

   a. Change the SmartArt colors to **Colored Fill – Accent 2**.

   b. Change the SmartArt style to **Subtle Effect**.

7. Provide more detailed information about a statistic as follows:

   a. Find the sentence "Today, small producers…branded goods market."

   b. After the period at the end of the sentence, insert a footnote with the following text:
   Small producers are those ranked below the top 100 producers.

8. On page 3, format the picture of the grocery store as follows to improve its appearance:

   a. Flip the picture vertically so that it appears with the correct orientation.

   b. Resize the picture to a width of **6"**.

9. Format the paragraphs in the "Online Grocery Shopping" section as follows:

    a. Create a bulleted list beginning with the paragraph "Add online shopping and delivery services." and ending with the paragraph "In-house farmers markets".

    b. Increase the indent of the paragraphs "Fresh and prepared foods", "Specialty and local brands", "Cooking demonstrations", and "In-house farmers markets" by one level.

10. Draw and format a text box as follows to include a quotation about online grocery shopping:

    a. Draw a **text box** to the right of the paragraph "While investing…realm of grocery store offerings." in the "Online Grocery Shopping" section.

    b. Resize the text box to a height of **1.6"** and a width of **2.5"**.

    c. Position the text box using the **Bottom Right with Square Text Wrapping** option.

    d. Copy and paste the paragraph in the document **Support_WD19_CS1-3a_Quotation.docx** into the new text box.

    e. Apply the **Colored Outline, Green, Accent 1** shape style to the text box.

    f. Apply the **Offset: Center** shadow from the Outer section of the Shadow Shape Effects gallery.

11. On page 4, copy the formatting from the text "Dining" to the text "Payment services" to use consistent font formats in the "In-Store Experiences" section.

12. Insert a **Continuous** section break in each of the following locations on page 4 to prepare for inserting columns and balancing them:

    a. At the beginning of the paragraph "Along with addressing…physical stores."

    b. At the beginning of the "Subscription Meal Kits" heading paragraph

13. Format the section you created (beginning "Along with addressing…" and ending "…particular product traveled.") into two columns.

14. Format the picture of the meal kit as follows to improve its layout on the page:

    a. Add a border to the picture of the meal kit using the **Green, Accent 1** border color.

    b. Position the picture so that all the body text in the "Subscription Meal Kits" section appears to the right of the picture and the heading "Subscription Meal Kits" appears above it.
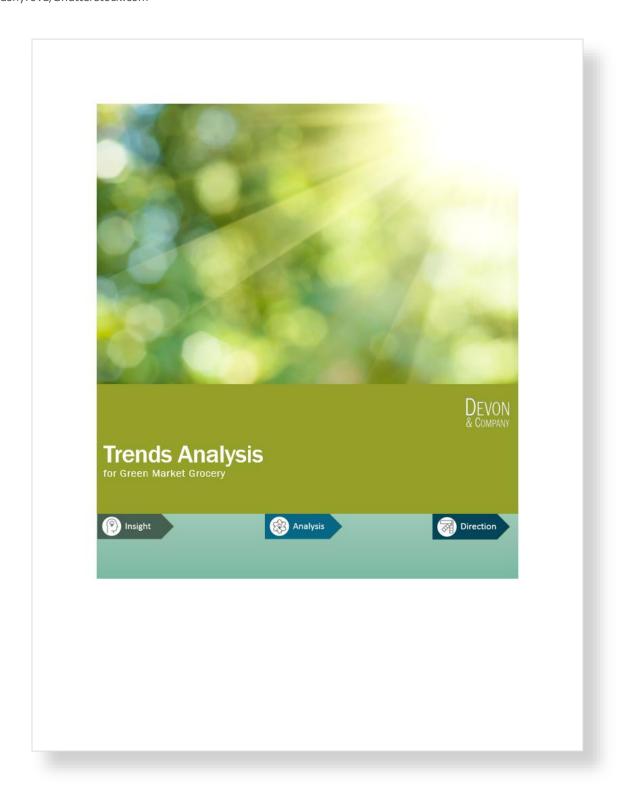
    c. Change the text wrapping to **Tight**.

15. Format the table on page 4 in the "Research" section as follows to make it easier to interpret and to match the formatting of the other tables in the document:

    a. Sort the table in descending order based on the numbers in the Percentage (%) column, noting that the table has a header row.

    b. **AutoFit** the table to the window.

    c. Merge the cells in the first column.

    d. Change the direction of the text in the merged cell so that it reads from bottom to top.

    e. Resize the merged cell to a width of **1.2"**.

    f. Apply the **List Table 3 – Accent 6** table style.

    g. Apply the **Align Center** alignment to the merged cell.

16. Modify the first table on page 5 as follows to add new information and to coordinate with the other tables in the document:

    a. Remove the special formatting for the first column.

    b. Insert a new row at the end of the table.

    c. Enter **2021** in the first cell of the new row, and enter **1.5** in the second cell of the new row.

17. In the blank cell of the second table on page 5 (cell B6), insert a formula that sums the values above the cell.

18. Apply **36 point** spacing before the paragraph beginning "For more survey results…" to separate the paragraph from the rest of the document.

19. At the end of the "For more survey results…" paragraph, enter **info@devon.cengage.com** and press SPACEBAR to format the email address as a hyperlink.

20. In the last paragraph in the document ("Devon & Company…devon.cengage.com"), replace the text "[insert square bullet]" with a filled square symbol (Wingdings: 110) from the Symbol gallery.

21. In the same paragraph, remove the hyperlink from the web address "devon.cengage.com" to format it as regular text.

22. Add **Outside Borders** to the last three paragraphs in the document (beginning "For more survey results…" and ending "Devon & Company…devon.cengage.com"), and then change the border color to **Dark Green, Text 2, Darker 25%** to separate the paragraphs from the rest of the document.

23. Find all instances of the word "shops" and replace it with the word **stores** to use the correct term.

24. Check the Spelling & Grammar in the document to identify and correct any spelling errors. (*Hint*: Ignore names and grammar suggestions.)

Your document should look like the Final Figure on the following pages. Save your changes, close the document, and then exit Word. **Submit your completed project on sakai before deadline.** *(NB: this is not your regular assignment)*

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⚲ Final Figure

Overview

In the past year, the grocery retail environment has changed dramatically. No longer can chains expect a solid 2–4 percent growth annually. Like other types of retail, consumer groceries are trying to stay steady in turbulent times. However, the best response now is innovation, not complacency. Unless companies like Green Market Grocery reconsider their strategies, the near future will be full of challenges, all of them difficult to overcome.

This report identifies the major trends for grocery retail in the coming year and offers insight into how Green Market Grocery can take advantage of them to continue to grow and profit.

Local and fresh	E-commerce
Shopping and more	Meal kits

Focus on Local and Fresh

Consumer attitudes and shopping behavior are undergoing a transformation. Consumers define value in new ways, including private or specialty labels and brands. They seek foods from local or regional sources and are eager to support small and medium-sized local producers. Today, small producers are netting more than 60 percent of the branded goods market.[1]

For Green Market Grocery, this consumer preference means stores will have to rotate produce, seafood, and other fresh foods more frequently to reflect local availability.

Consumers also show a preference for healthy, natural foods and those with minimal processing. Green Market Grocery already caters to these consumers in their front-of-store displays, which feature colorful produce in an attractive, inviting environment.

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[1] Small producers are those ranked below the top 100 producers.

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The challenge for Green Market Grocery will be to continue the seasonal, market-stand look throughout the store and figure out how to sell fresh food online, a venue grocery shoppers are starting to use with increasing frequency.

Online Grocery Shopping

Home-based digital assistants could have a major effect on grocery retail. From the comfort of their home or office, consumers can place orders for delivery using their digital assistants. The convenience is ideal for shoppers, but it leaves retailers feeling the pinch, even if consumers are ordering goods from their stores. Retailers are losing out on the impulse buys that pad grocery sales.

To stay competitive, traditional grocery stores can do the following:

- Add online shopping and delivery services.
- Devote more store space to the types of goods that drive consumers to the stores.
    - Fresh and prepared foods
    - Specialty and local brands
- Host events for contemporary consumers.
    - Cooking demonstrations
    - In-house farmers markets

While investing in e-commerce and improved service models is a sound strategy, Green Market Grocery must determine whether they can avoid lowering their shelf prices. This puts pressure on the supply chain and the retailer to cut costs in other areas. The best way to combat the difficulties that come from reducing

> Linda Somers writes in *Grocery Trends*, "One often overlooked advantage of online shopping is that consumers can easily access product information and compare prices. Providing these services in the store should be equally appealing."

expenses is to align costs with growth opportunities so that expenses are investments rather than losses. In other words, stores should continue to fund the most profitable areas and cut back on marginal activities, even if they are in the traditional realm of grocery offerings.

In-Store Experiences

Along with addressing e-commerce innovations that offer consumers more ways to shop, grocery retailers can do more to attract shoppers to their physical stores.

Payment services: Consumers increasingly expect to pay for groceries using their smartphones. Stores should already be setting up mobile payment stations in checkout lanes.

Dining: Sampling stations offering hot and cold food are popular, as are cafés that provide coffee, tea, and other beverages along with a light lunch.

Prepared and artisan foods: If consumers switch to purchasing staples through e-commerce, stores can free shelf space for products shoppers find enticing or exciting. Local chefs demonstrating how to use local artisan foods is a winning activity in many locations.

Sustainability: Consumers want to know where their food comes from and how it was produced or grown. They prefer to find that information in the store rather than online. For example, some stores are displaying signs or maps indicating the number of miles a particular product traveled.

Subscription Meal Kits

While stand-alone companies popularized the trend of mail-order meal kits containing ingredients and recipes for a complete meal, grocery stores are starting to do the same. More food retailers will expand into meal kits, a $5 billion business last year.

Kits that focus on custom lifestyles, such as vegan and vegetarian meals, low-carbohydrate diet offerings, and healthy, garden-fresh options are growing in popularity. Other companies are offering theme kits, such as those featuring food of a certain region or country, and special recipes designed for kids.

Research

Devon & Company conducted research to determine the state of the retail grocery business this year. In an online survey, we asked adults in the United States how they buy their groceries. About 990 people responded. Of the respondents, 92 percent buy their groceries in stores, down from 97 percent in the previous year.

Grocery-shopping habits	Where they shop	Percentage (%)
	In stores	92
	Online	20
	Store pickup service	10
	Delivery service	8
	Mobile app	6

We also asked U.S. adults how many trips they made to the grocery store each week. The following table compares the results to two previous years.

Year	Number of trips
2019	2.2
2020	1.8
2021	1.5

Finally, we asked respondents to estimate their expenditures on the four most popular categories of grocery items in the past year. The following table shows the results.

Category	Expenditure ($)
Bakery	1,020
Meat and seafood	2,215
Fresh produce and dairy	910
Packaged foods	955
Total	5,100

For more survey results, contact info@devon.cengage.com

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