

TECHNORestaurateur

Teacher Guide

Lessons for Middle & High School Students: Grades 6 - 9



Technology Course
using
Google Apps
Launch a business venture.

In this course, students become restaurateurs. The fun begins as the fledgling entrepreneurs survey their classmates to learn about the type of cuisine to serve their patrons. The survey data is arranged in a spreadsheet and transformed into a graph. This information is then used to explain the new business venture to potential investors in a well-written letter. Having generated enough money to start up their restaurant, students draft a floor plan. The restaurant is really starting to take shape!

Soon the restaurateurs' dreams become a reality – the restaurant is opened to the public and it is a huge success. Earnings are calculated using spreadsheet formulas. The business is making enough money to expand its operation. Students create a newsletter to promote their restaurant concept as an excellent business opportunity.

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Introduction

This section provides valuable information about teaching TechnoRestaurateur. It includes an overview of the course. In addition, there are ideas for implementation and technology integration.

For additional guidance, open the course in TechnoHub and select Get Started to access preparatory steps, resource list, and scheduling timetable.

[TechnoRestaurateur Overview](#)

[TechnoRestaurateur Course Outline](#)

[Technology Integration Ideas](#)

TechnoRestaurateur Overview

In this course, students become restaurateurs. The fun begins as the fledgling entrepreneurs survey their classmates to learn about the type of cuisine to serve their patrons. The survey data is arranged in a spreadsheet and transformed into a graph. This information is then used to explain the new business venture to potential investors in a well-written letter. Having generated enough money to start up their restaurant, students draft a floor plan. The restaurant is really starting to take shape!



Soon the restaurateurs' dreams become a reality – the restaurant is opened to the public and it is a huge success. Earnings are calculated using spreadsheet formulas. The business is making enough money to expand its operation. Students create a newsletter to promote their restaurant concept as an excellent business opportunity.

Students complete the following tasks:

- In Session 1, students become restaurateurs. They will launch an imaginary restaurant venture. To start, they explore Google Sheets to learn basic spreadsheets skills including terminology, data entry, and simple cell formatting.
- In Session 2, students formulate a plan for their business venture. To start they survey their classmates to determine the type of cuisine to serve at their restaurant. With this data, students tabulate and chart the results using Google Sheets. By interpreting the survey results, students select the type of restaurant they would like to own and operate. They form a business plan that outlines the cuisine, company name, main menu items, and the target customer.
- In Session 3, students generate start-up funds from investors for their business venture. To start, they design a company logo using drawing tools in Google Slides. This is exported as a picture file. If your students require an extra challenge, teach the optional extension activity first, as it contains advanced graphics techniques that can be used to produce a unique design. Afterwards, students use Google Docs to create a letterhead that includes the company logo. They use the document to write a professional letter explaining their business concept. It will include the graph from the survey to demonstrate their rationale for targeting a particular cuisine. Investors are sure to want to fund such an exciting venture!
- In Session 4, students apply the drawing tools of Google Slides to design the floor plan of their restaurant. Students consider their clientele and the type of dining experience they are expecting. Shortcuts to complete the project are introduced as students design seating arrangements that can be easily grouped and duplicated to place elsewhere in the layout. Students create a well-designed restaurant with a focus on functionality. If time permits, an optional extension activity applies Slides to create an electronic bulletin board that displays special offers or upcoming events to customers.
- In Session 5, students learn advanced spreadsheet skills by designing a worksheet to calculate their monthly, quarterly, and yearly earnings. Using Google Sheets students use the Fill Series option to easily create a table that holds financial information. Calculations such as Sum and Average give students a clear overview of their earnings. This information is then displayed in chart format with a trendline that predicts future growth.

- In Session 6, students create a newsletter for aspiring restaurateurs interested in joining a restaurant chain. The publication's aim is to persuade them to become part of the team and open their own restaurant. It will include the same company logo, offer identical menu items, and showcase a similar floor plan. Additionally, the newsletter will highlight potential earnings and outline the benefits of participating in the business venture. Can you convince others to join the team?

TechnoRestaurateur Course Outline

<p><i>Purpose:</i> Develop spreadsheet, word processing, and graphic skills. Use Google Workspace to launch a successful restaurant venture.</p>	<p><i>Preparation:</i></p> <ul style="list-style-type: none"> • Install Google Chrome • Sign up for a Google account • Share <i>Restaurateur</i> folder with students • Download and print Flashcards and Tool Summary from TechnoHub (optional)
<p><i>Objectives:</i> (see Appendix A: Skill Summary)</p> <ul style="list-style-type: none"> • problem solve to make logical decisions • collect data using a survey • organize and sum survey data • graph data and interpret results • develop a plan based on the evidence • create a company logo • write a persuasive professional letter • draft a well-organized floor plan • analyze financial earnings using formulas • apply a linear trend line to a graph • design a newsletter to promote concept 	<p><i>Materials:</i></p> <ul style="list-style-type: none"> • Assessment: Letter Checklist, Letter Marking Sheet, Newsletter Checklist, Newsletter Marking Sheet, Restaurateur Skill Summary • Google Samples: Restaurateur Workbook, Logo, Letter, Floor Plan, Newsletter, Advertisement • Parent Letter and Certificate • Flashcards and Tool Summary (optional) • Restaurateur folder: <ul style="list-style-type: none"> ◦ Autoshapes folder ◦ Conduct a Survey worksheet ◦ PDF Samples: Restaurateur workbook, Logo, Letter, Floor Plan, Newsletter ◦ Advertisement shortcut (Extension Activity 4)
<p><i>Summary of Activities:</i></p> <ul style="list-style-type: none"> • Consider how Google Workspace can help launch a restaurant venture. • Explore Google Sheets to understand spreadsheet terminology and acquire basic skills. • Conduct a survey to investigate cuisine preferences. • Organize survey results using Google Sheets. Format the data to make it easy to read. • Graph survey results using a pie chart. Format the graph. • Interpret the survey results to develop a business concept based on evidence. • Create a company logo using Google Drawings. • Write a professional letter requesting seed money for the restaurant from investors in Google Docs. • Draft a floor plan for the restaurant that meets the needs of staff and patrons in Google Drawings. • Organize monthly profits using Google Sheets. Analyze earnings to develop a business strategy. • Calculate quarterly and average earnings to determine the financial health of business. • Graph quarterly earnings using a line graph and apply a trend line to predict future profits. • Design a newsletter to promote the restaurant concept as a business opportunity. 	
<p><i>Extension Activities:</i></p> <ul style="list-style-type: none"> • Review a Business Proposal: Insert a Review Tracker to request feedback on the business proposal. • Advertise a Deal: Inform customers using an animated bulletin board. • Analyze Earning With Functions: Use SUM, AVERAGE, MIN, MAX, and COUNT functions. • Share Files with Investors: Insert a link to the worksheet and floor plan into newsletter. Share file. • Rate Opinions in Forms: Measure customer satisfaction with a rating scale grid. 	
<p><i>Assessment:</i></p> <ul style="list-style-type: none"> • Self-Evaluation (Letter Checklist and Newsletter Checklist) • Teacher Evaluation (Letter Marking Sheet, Newsletter Marking Sheet, Skill Summary) 	
<p><i>Notes:</i></p> <ul style="list-style-type: none"> • This course focuses on developing spreadsheet, word processing, and graphic skills in an interesting way. Extend learning to include presentation and data management skills by completing the extension activities. • Review the concept of <i>percent</i> prior to teaching Assignment 5, and <i>average</i> prior to teaching Assignment 11. 	

Technology Integration Ideas

TechnoRestaurateur integrates into curriculum. This course uses Google Workspace to launch a successful restaurant venture. Students apply critical and creative thinking to develop a unique business concept. The activities integrate technology into language arts, mathematics, and visual arts. There are several ways to include TechnoRestaurateur as part of a unit of study:

- *Mathematics Problem Solving Unit*
Have your students learn through problem solving. The activities in TechnoRestaurateur connect mathematics to a real-world situation. Students are challenged to conduct market research, analyze the findings, and develop a business concept based on the evidence.
- *Mathematics Graphing Unit*
Teach graphing techniques in a meaningful way. TechnoRestaurateur includes activities for displaying survey data in a pie chart, and financial earnings in a line chart. By interpreting the charts students determine a viable business strategy and measure the financial health of their restaurant.
- *Entrepreneurship Unit*
Incorporate TechnoRestaurateur as part of a business studies, finance, or entrepreneurship course. The scenario allows students to engage in tasks that many business owners must complete such as creating a logo, requesting seed money, designing a floor plan, analyzing financial earnings, and promoting the concept.
- *Computer Course*
TechnoRestaurateur can be included as part of a computer course or class. TechnoRestaurateur offers a unique way to introduce students to Google Workspace. Students learn spreadsheet, word processing, and graphic skills. The extension activities include presentation and data management skills.
- *Integrated Technology Unit*
Develop technology, mathematics, language, and visual arts skills. Use Google Sheets to analyze data, Google Docs to persuade others to invest, Google Drawings to create a logo and floor plan, Google Slides to design an advertisement, and Google Forms to measure customer satisfaction.

Understand the Big Picture

Not sure where to integrate TechnoRestaurateur? View samples to gain a better understanding of the course. The *Restaurateur* sample is a summary of survey results and financial earnings. The *Logo* and two *Floor Plan* samples illustrate the artwork students create. The *Letter* and *Newsletter* samples show the two persuasive writing tasks. *Advertisement* is a sample of the optional challenge in Extension Activity 4.



Session 1

Become a Restaurateur

In this session, students become restaurateurs. They will launch an imaginary restaurant venture. To start, they explore Google Sheets to learn basic spreadsheets skills including terminology, data entry, and simple cell formatting.

Assignment 1: Become a Restaurateur

Assignment 2: Learn Basic Spreadsheet Skills

Assignment 1: Become a Restaurateur

You are going to become a restaurateur.
 A *restaurateur* is a person that opens and runs a restaurant.

The restaurant you operate can be imaginary or you can make a plan to sell food at a school or community event.

You will use Google Workspace to support this exciting business venture.
 Learn more about how Google Workspace can help you.



What Are the Job Duties of a Restaurateur?

A restaurateur is responsible for opening a restaurant and then running the business. It is a job that requires a variety of skills. Check the job duties you would enjoy doing.



Talk to others about ideas for a new restaurant.	<input type="checkbox"/>
Get people to invest money in a new restaurant.	<input type="checkbox"/>
Design a company logo.	<input type="checkbox"/>
Create a restaurant floor plan.	<input type="checkbox"/>
Keep financial records.	<input type="checkbox"/>
Advertise the restaurant.	<input type="checkbox"/>
Make sure customers are happy.	<input type="checkbox"/>

How Can Google Workspace Help You?

1. You will use the spreadsheet program *Google Sheets* to organize, calculate, and graph data. This will help you to make decisions, such as what type of food to serve. It will also allow you to track information, so you will know if you are making money.

a. Have you used a spreadsheet program before? yes no

b. If yes, what program did you use?

2. You will use the word processing program *Google Docs* to create professional documents. This will help you share information with others.

a. You will write a letter to convince others to invest in your new restaurant.

Who could you ask to lend you money?

b. You will make a newsletter to advertise the restaurant idea to other people who are interested in starting their own business. Who do you know that would make a good restaurant owner? Why would they be good at this job?

3. You will use *Google Drawings* to create artwork. You will make a logo to represent your restaurant. You will also design a floor plan to organize your ideas.
 - a. A company logo is a picture used to represent a business. It can be put onto signs, business cards, shirts, pens, and any other surface.

Look around the room to find three logos you like. Record your findings:

Company Name	Location of the Logo

- b. A floor plan is a drawing that uses symbols and lines to show the location of items. List furniture or other items that your restaurant will need.

- table
 - chairs
- stove, fridge
 - sinks
- toilets
 - plants

4. You can use the presentation program *Google Slides* to design an electronic bulletin board of menu items. This will allow you to advertise special offers to customers.

- a. What offers, deals, or promotions are offered by other restaurants that you like?

- Two items for the price of one. Free dessert on your birthday.
- Save 50% off any menu item on Wednesdays.

- b. Making an advertisement using Google Slides is an optional activity.

Would you like to do this activity? yes no

5. You can use the data management program *Google Forms* to collect information about customer satisfaction. This will help you to improve your business.

- a. Happy customers are likely to return to the restaurant. List two things that are important to you when you eat at a restaurant.

- delicious food, fast service
- clean facilities, friendly staff

- b. Building a survey using Google Forms is an optional activity.

Would you like to do this activity? yes no

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SAMPLE



Session 2

Conduct a Business Survey

In this session, students formulate a plan for their business venture. To start they survey their classmates to determine the type of cuisine to serve at their restaurant. With this data, students tabulate and chart the results using Google Sheets. By interpreting the survey results, students select the type of restaurant they would like to own and operate. They form a business plan that outlines the cuisine, company name, main menu items, and the target customer.

Assignment 3: Conduct a Survey of Food Preferences

Assignment 4: Record Survey Results in a Spreadsheet

Assignment 5: Graph Survey Results as a Pie Chart

Assignment 6: Develop Restaurant Idea from Survey Results

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SAMPLE

Assignment 4: Record Survey Results in a Spreadsheet



You have surveyed people to find the type of food they like.

Put the survey results into a spreadsheet.
This will make it easier to study the information.

Open Google Sheets and Rename a Workbook

- ▷ Sign into Google Drive.
- ▷ Click *New*. From the list, select *Google Sheets*. 
- ▷ In the TOP LEFT CORNER, click *Untitled spreadsheet*. Type *Restaurateur*. Press ENTER.



Rename the Sheet Tab

- ▷ Click the sheet tab arrow.
Select *Rename*.
- ▷ Type *Survey*. Press ENTER.



Add a Title

- ▷ In cell A1, type *Food Survey*.
- ▷ Press ENTER.

Organize Survey Results

- ▷ In cell A3 type *Food*.
- ▷ In cell B3 type *Votes*.
- ▷ In cell A4 type a *food name* from the Assignment 3 survey. Press TAB.
- ▷ In cell B4, record the *number of votes* for the food. Press ENTER.
- ▷ Continue to add survey data.

	A	B
1	Food Survey	
2		
3	Food	Votes
4	Pizza	8
5	Tacos	5
6	Chicken Wings	3
7	Hamburgers	4
8	Shawarma	1
9	Pita	4
10		

Merge Cells for the Survey Title

- ▷ Select A1, hold down the SHIFT key, and click E1.
- ▷ Click *Merge cells*. 



Merging cells joins them together as one big cell. This makes a title look great.

	A	B	C	D	E	F
1	Food Survey					
2						

Format the Appearance of the Title

- ▷ With the title cell selected, make the title easy to read:
 - Click *Font*. Pick an option.
 - Click *Font size*. Pick a number. - +
 - Apply a style. Click *Bold* **B** or *Italic*. *I*

Change the Text Color and Fill a Cell

- ▷ Select the cell with the title.
- ▷ Click *Fill color*.  Pick a color from the palette.
- ▷ Select the text, either in the cell or from the *Formula bar*.
- ▷ Click *Text color*. **A** Pick a color from the palette.



Color can be used to make titles and headings stand out.



Align the Title

- ▷ Select the cell with the title.
- ▷ Click *Horizontal align*.  Pick *Center*.



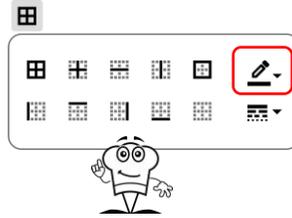
Adjust Row Height and Align Vertically

- ▷ Position the mouse pointer between row headings 1 and 2.
- ▷ Drag down.
- ▷ Click *Vertical align*.  Pick *Middle*.



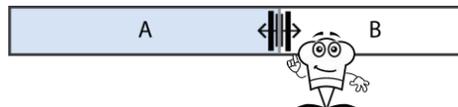
Outline the Table with Borders

- ▷ Select the survey data.
- ▷ Click *Borders*. 
 - Pick *Border color*.  Select an option.
 - Click *All borders*.



Resize Column Width

- ▷ Place the mouse pointer between column headings A and B.
- ▷ Click and drag or double click to change the size.



Use Skills to Format the Survey Data

	A	B	C	D	E
1	Food Survey				
2					
3	Food	Votes			
4	Pizza	8			
5	Tacos	5			
6	Chicken Wings	3			
7	Hamburgers	4			
8	Shawarma	1			
9	Pita	4			
10					

Make the information easy to read.

Spreadsheet Suggestions:

- ✓ Fill the heading cells with color. 
- ✓ Align the votes to the center. 
- ✓ Apply bold to the headings. **B**



Calculate Survey Data Using SUM

How many people did you survey?

You need to add together, or *sum*, the number of votes.

To do this quickly, you can use a spreadsheet function called *SUM*.
Sum adds together the values in cells.



The formula will look something like this:

All calculations begin with the = sign.
This tells the spreadsheet there is a formula in the cell.

=SUM (B4 : B9)

SUM means the values in cells should be added together.

(B4:B9) is the cell range. It tells which cells to use in the formula. The colon : tells the spreadsheet to include all cells ranging from B4 to B9. In other words B4, B5, B6, B7, B8, and B9. The cell range is in brackets ().

- ▷ In the cell below the last food name, type **TOTAL**.
- ▷ Tab to the cell beside TOTAL.
- ▷ Click *Functions*. Σ You may need to click *More*. \vdots
Select *SUM*.



The formula =SUM(...) appears in the cell.
You need to add the cell range.

- ▷ Click the first cell with the votes. Drag down to select the list of numbers.

	A	B	C	D	E
1	Food Survey				
2					
3	Food	Votes			
4	Pizza	8			
5	Tacos	5			
6	Chicken Wings	3			
7	Hamburgers	4			
8	Shawarma	1			
9	Pita	4			
10	TOTAL	=SUM(B4:B9)			

Select the cells to include in the formula.

- ▷ Press ENTER.
Select the cell with the formula. Look in the formula bar to see it.
- ▷ Use your skills to format *Total*. Default(Ari... - 10 + **B** **A**

Sign Out from Google Drive

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SAMPLE



Session 4

Design a Floor Plan

In this session, students apply the drawing tools of Google Slides to design the floor plan of their restaurant. Students consider their clientele and the type of dining experience they are expecting. Shortcuts to complete the project are introduced as students design seating arrangements that can be easily grouped and duplicated to place elsewhere in the layout. Students create a well-designed restaurant with a focus on functionality. If time permits, an optional extension activity applies Slides to create an electronic bulletin board that displays special offers or upcoming events to customers.

Assignment 9: Draft a Floor Plan

Session 4 Extension Activity: Advertise a Deal

Assignment 9: Draft a Floor Plan

Great news! Your investment letter worked!
You have been given money to build and operate your restaurant.

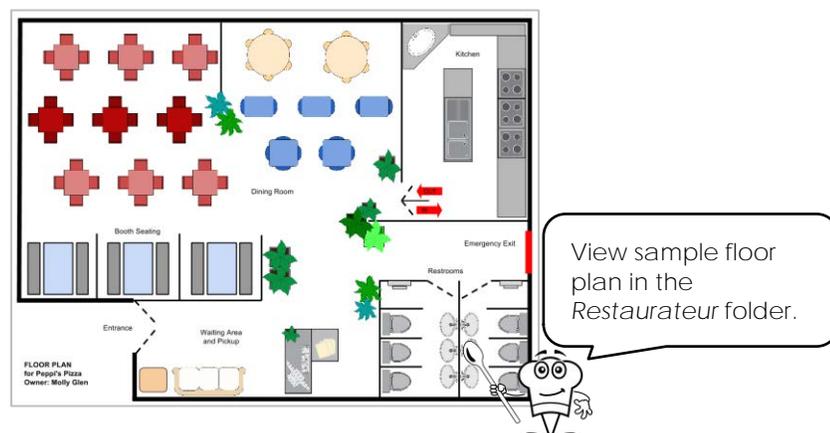
It is time to plan the layout of the restaurant. You need to ask yourself:

- Where should you put the waiting area?
- How should you arrange the dining tables to allow traffic flow?
- What is the best arrangement of the kitchen appliances for staff?
- How does the position of the restrooms or doorways change your decisions?
- Is there space for a patio that is easily accessed through a side door?
- Do you plan to have live bands, karaoke, or other entertainment? If so, where?
- Are you going to have a room for business dinners, weddings, or birthday parties?
- Will you have a takeout area for customers not dining in the restaurant?



What is a Floor Plan?

You will make a floor plan. A floor plan is a drawing that uses symbols and lines to show the location of items. Designing a floor plan is a great way to organize ideas, make purchasing decisions, and choose the best use of space.



Be Prepared! Gather Autoshapes

The floor plan will show restaurant furniture and appliances from an overhead perspective. Some images have been provided. However, you can also draw your own using lines and shapes.

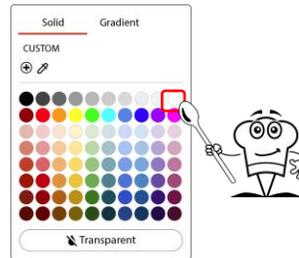
Autoshapes are available in the Restaurateur/Autoshapes folder. There are more than 20 items in the folder. Upload the *Autoshapes* folder from a local device or USB stick, or have your teacher post them to a shared Google Drive folder.

Open Google Drawings and Name the File Floor Plan

- ▷ Sign into Google Drive.
- ▷ Click **New**. Click **More**. Select **Google Drawings**.
- ▷ In the **TOP LEFT CORNER**, click **Untitled drawing**. Type **Floor Plan**. Press **ENTER**.

Set the Background Color of the Canvas

- ▶ Right click on the canvas. Select *Background*. 
- Pick *white* from the palette.

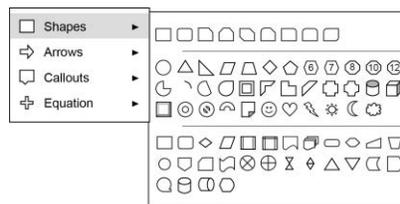


Resize the Canvas to Suit the Restaurant Shape

- ▶ Click *File* and choose *Page setup*. 
- ▶ Choose *Widescreen 16:10* from the options. Click *Apply*.

Make the Outside Wall

- ▶ Click *Shape*. 
- Select *Shapes* and pick a shape for the restaurant.



TIP: Use the Line tool. 
Pick *Polyline* and draw your own shape.

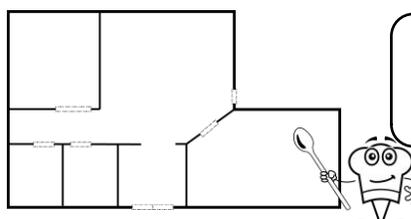


- ▶ Click and drag to draw a shape to represent the shape of the restaurant. Make it fill the canvas.
- ▶ Change the fill  to white, set the border color  to black, and the weight  to 3px.

Draw the Inner Walls and Doorways

- ▶ Press *ESC* or click on a blank area of the canvas to deselect the shape.
- ▶ Click *Line*. 
Click and drag to draw a line to represent an inner wall.
- ▶ Set the line weight  to 2px. Adjust the line dash  to show doorways.
- ▶ Use the Line  and Shape  tools to divide the restaurant into rooms.

Where will you put the waiting area, dining room, kitchen, or restrooms? Will you have a patio or party room?



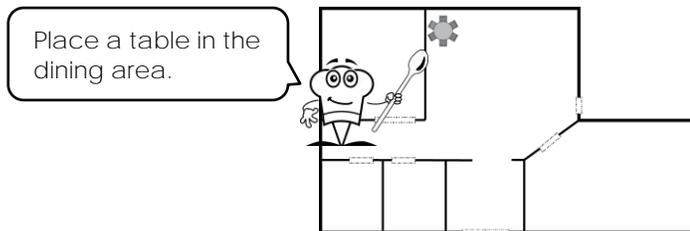
Hold the *SHIFT* key to draw a straight line.

Add Tables and Chairs to the Dining or Patio Area

- ▷ Click *Insert image*. 
- ▷ Add a table shape from the Autoshapes folder:

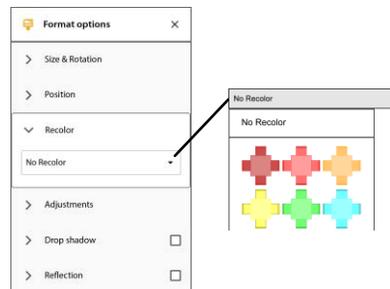


- From your device, select *Upload from computer* . Browse to the location. Select a table image and click *Open*.
- In a shared folder, select *Drive* . Pick *Shared with me* from the navigation pane. Choose a folder, select a table, and click *Insert*.
- In your Drive, select *Drive* . Pick either *Recent* or *My Drive* from the Google Drive pane. Select a table image and click *Insert*.
- ▷ Use your skills to scale  and move  the table into the correct room.



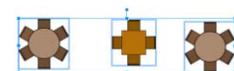
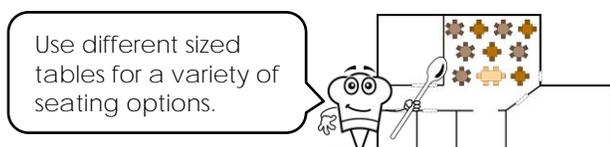
Recolor the Table and Chairs

- ▷ Select the table. Click *Format options*. 
- ▷ Open the Recolor section.  Click the *No recolor* arrow  in the sidebar. Pick a choice from the options.



Duplicate Objects to Create a Dining Area

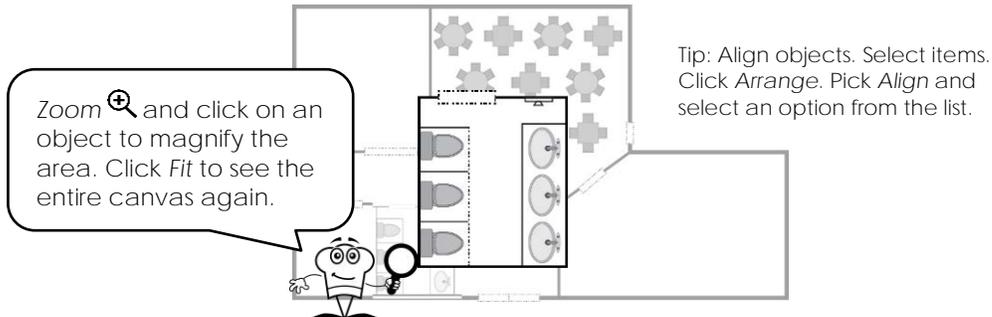
- ▷ Select the table. From the Edit menu, select *Duplicate*  or press CTRL+D.
- ▷ Use your skills to complete the dining area.



Tip: Make the space equal between tables. Select several tables in a row. Click *Arrange – Distribute – Horizontally*.

Create a Ladies' Restroom

- ▷ Click *Insert image*. 
- ▷ Use your skills to add a sink or toilet from the *Autoshapes* folder. 
- ▷ Scale , move , and rotate  the object.
- ▷ Use your skills to create a restroom.



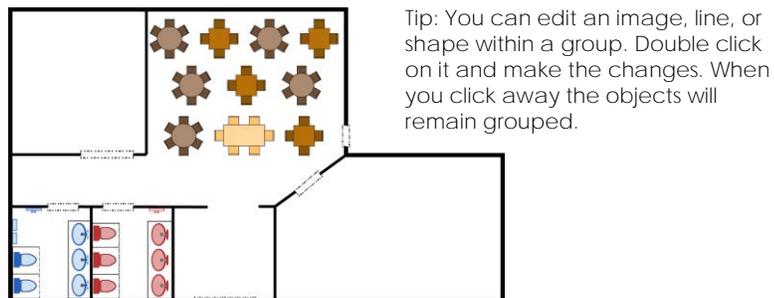
Group to Make a Gentleman's Restroom

- ▷ Hold the **SHIFT** key. Click on each toilet from the ladies' room.

If you cannot select an object, it is likely that another object is in front of it. Select the top object and press **CTRL+↓** to move it down a layer.



- ▷ From the *Arrange* menu select *Group*  or press **CTRL+ALT+G**.
- ▷ Select the group. From the *Edit* menu, select *Duplicate*  or press **CTRL + D**.
- ▷ OPTIONAL: To flip the group, from the *Arrange* menu select *Rotate* . Pick an option.
- ▷ Use your skills to create another restroom.



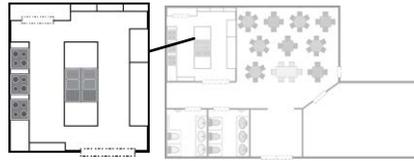
To ungroup objects, right click on the group. Select *Ungroup*. 



Design the Kitchen

- ▷ Use your skills to create a kitchen.

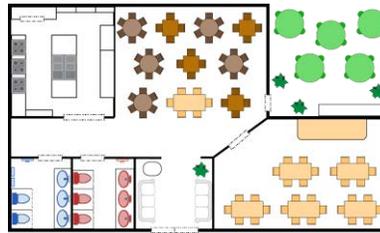
Where will you put the stoves, ovens, sinks, dishwasher, food prep area, storage, and freezers?



Tip: You can nudge an object to move it easily. Press the **SHIFT** key and an arrow key.

Complete the Restaurant Floor Plan

- ▷ Use the skills to complete the restaurant floor plan. For example:



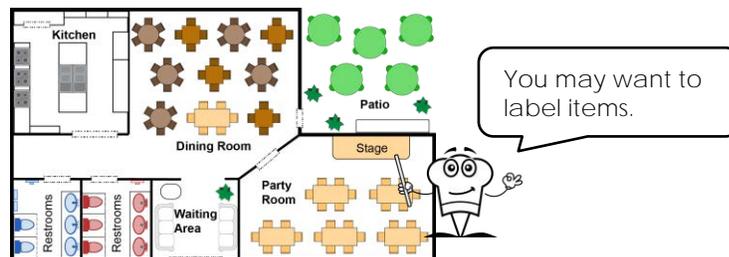
Tips for Designing a Floor Plan:

- ✓ Insert images  from the Internet using the Search feature.
- ✓ Be creative! Add an aquarium, booth seating, plants, or coat closet.
- ✓ When using Zoom  press **CTRL+ALT++** to zoom out and **CTRL+ALT+-** to zoom in.
- ✓ Use the red guidelines to align objects in Google Drawings.



Label the Floor Plan

- ▷ Click **Text box**.  Click and drag to draw a text box.
- ▷ Type the **Room Name**.
- ▷ Use your skills to scale  and move  the text box.
- ▷ Format the font , size - +, and style. **B**
- ▷ Label each area of the drawing.



Sign Out of Google Drive

This is a preview of the teacher guide.
Pages have been omitted.

SAMPLE



Session 6

Promote a Business Opportunity

In this session, students create a newsletter for aspiring restaurateurs interested in joining a restaurant chain. The publication's aim is to persuade them to become part of the team and open their own restaurant. It will include the same company logo, offer identical menu items, and showcase a similar floor plan. Additionally, the newsletter will highlight potential earnings and outline the benefits of participating in the business venture. Can you convince others to join the team?

Assignment 13: Design a Business Opportunity Newsletter

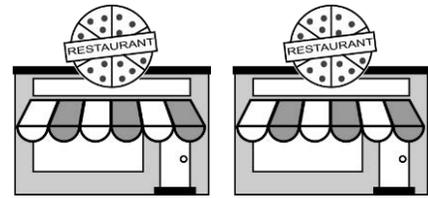
Session 6 Extension Activity 1: Share Files with Investors

Session 6 Extension Activity 2: Rate Opinions in Forms

Assignment 13: Design a Business Opportunity Newsletter

Your restaurant is a success!

It is time to open a chain of restaurants. Each new restaurant will use the same company logo, serve the identical menu items, and have a similar floor plan.



You need to find people interested in running their own restaurant. Each year they will pay money to copy your restaurant idea. This is called *franchising*. A franchise will allow you to expand your business by licensing your restaurant idea to others.

Design a newsletter to convince others that your restaurant idea is a great business opportunity.

Newsletter Title: Attract investors to open a restaurant franchise.

Join the Team: Explain the reason the restaurant is a good investment.

Floor Plan: Add the floor plan created in Assignment 9.

Special Character: Create a unique design with special characters.

Earn Money: Use a table to list the yearly and average quarterly earnings.

www.companywebsite.com

**Restaurant Name
Business Opportunity**

Join the Team

Write an introductory paragraph to investors. Why is your restaurant a good business opportunity? What makes your restaurant idea unique? What is the benefit to joining your team? Be personal but professional. Use the word you to connect with the reader.

Discover the Benefits

- ✓ What do customers like?
- ✓ What do customers like?
- ✓ What do customers like?

Earn Money

Start making money!	yearly earnings	average quarterly earnings
---------------------	-----------------	----------------------------

Company Name
Company Address

Header: Add the company website.

Logo: Add the company logo created in Assignment 7.

Horizontal Rule: Divide the newsletter into sections.

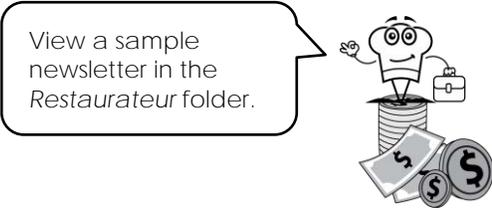
Discover the Benefits: Use custom bullets to make a list.

Line Graph: Add the graph created in Assignment 13.

Footer: Add the company address.

Open Google Docs and Rename a Document

- ▷ Sign into Google Drive.
- ▷ Click **New**. From the list, select *Google Docs*.
- ▷ In the **TOP LEFT CORNER**, click *Untitled document*. Type **Newsletter**. Press **ENTER**.



Change the Page Color

- ▷ From the **File** menu, select *Page setup*. Click *Page color* and pick an option. Click **OK**.

Click **Custom** to pick an option from the color spectrum. Click **OK**.

Add Newsletter Title

- ▷ Type your *Restaurant Name*. Press ENTER.
Type *Business Opportunity*. Press ENTER twice.

- ▷ Use your skills to change the font , size - +, style **B**, color **A**, or alignment.  ▼

Use a different font for *Business Opportunity*. Click *Font* . Click *More fonts* **A**. Pick an option from the list, then click OK.



Explain Reasons to Join the Team

- ▷ Below the title, type the heading *Join the Team*. Press ENTER twice.
- ▷ Use your skills to change the font , size - +, style **B**, color **A**, or alignment.  ▼
- ▷ Write an introductory paragraph to convince someone your restaurant is a good idea.

- Why is your restaurant a good business opportunity?
- What makes your restaurant idea unique?
- What is the benefit to joining your team?

- ▷ Press ENTER twice.

Pizza Pete
Business Opportunity

Join the Team

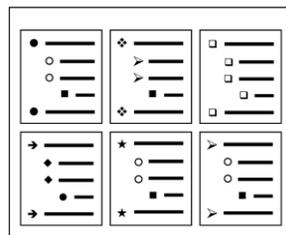
Are you looking for a great business opportunity? Pizza Pete is a restaurant that offers healthy food at an affordable price. We use organic ingredients to make our famous pizza and panzerotti. When you join our team, you benefit from our expertise plus you get the recipe for our secret sauce!

Be personal but professional! Use the word "you" to connect with the reader.



List Benefits Using Bullets

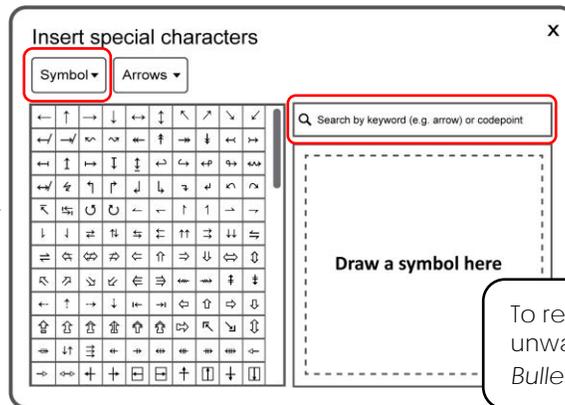
- ▷ Below the paragraph, type the heading *Discover the Benefits*. Press ENTER twice. Format the text.
- ▷ Click to place the cursor just below the heading. Type *three things customers like about the restaurant*. Press ENTER after each item.
- ▷ Press ENTER twice.
- ▷ Select the list.
- ▷ Click the *Bulleted list*  ▼ arrow and choose from the options.



Emphasize List with Custom Bullets

- ▷ Click the cursor in the first list item.
- ▷ From the Format menu, select *Bullets & numbering*. Click *List options*. Click *More bullets*.
 - Narrow the results by choosing subcategories from the menus.
 - Search by keyword.
 - Click and drag to draw a symbol. Matching options will be displayed.

Pick *Symbol*.
Pick *Emoji*.
Pick a *subcategory* or type a search word into the box.

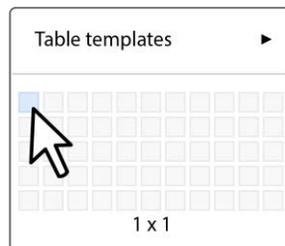


- ▷ Click on a symbol to add it as a bullet.
- ▷ Click Close. X

Add a Table

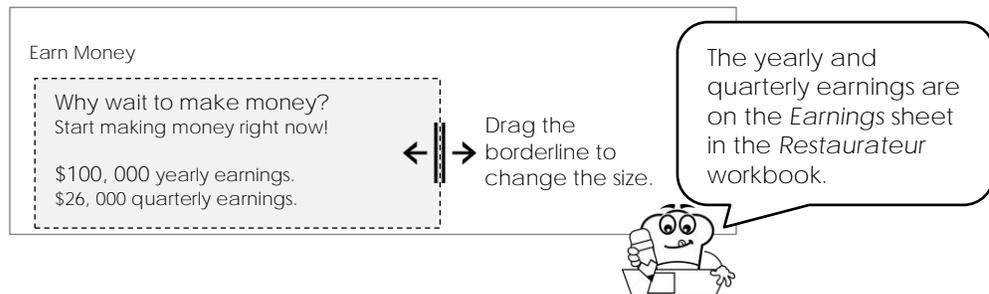
You will insert a table to divide the newsletter into parts. By filling the table with color, you can make information stand out on the page.

- ▷ Below the list, type the heading **Earn Money**.
- ▷ Press ENTER twice.
Format the text.
- ▷ Click to place the cursor just below the heading.
- ▷ Insert a table:
 - From the Insert menu, select *Table*. 📄
 - Select 1 x 1.



Outline Restaurant Earnings in the Table

- ▷ Inside the table cell, inform investors about what they can expect to earn in their first year of business. List the yearly earnings and average quarterly earnings.
- ▷ Use your skills to format the table cells:
 - Place the cursor inside the table cell.
 - Fill the background color.  (You may need to click *More*  on the toolbar.)
 - Set the border color  , border weight , and border dash. 



Insert a Header and Footer with Contact Details

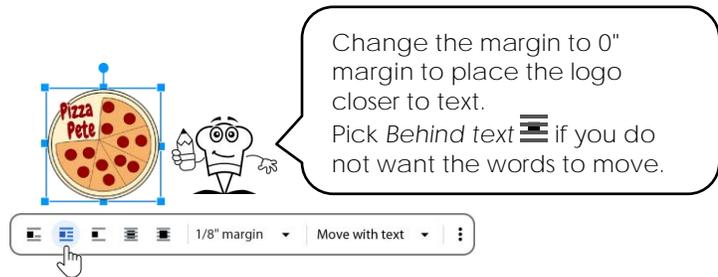
- ▷ Insert company website information into the header:
 - Double click at top of the page or click the Insert menu and choose *Headers & footers* . Pick *Header*.
 - Type the *company website address*.
 - Change the alignment to left , center , or right. 
- ▷ Click on the newsletter to close the header.
- ▷ Insert company address into the footer:
 - Double click at the bottom of the page or from the Insert menu choose *Headers & footers* . Pick *Footer*.
 - Type the *company address*.
 - Change the alignment to left , center , or right. 
- ▷ Click on the newsletter to close the footer.

Divide the Newsletter into Sections Using a Horizontal Line

- ▷ Place the cursor below the title or a heading.
- ▷ From the Insert menu, select *Horizontal line*. 
- ▷ Continue to add horizontal lines to divide content.

Insert Company Logo, Floor Plan, and Line Chart

- ▷ Position the cursor where you would like to place the company logo. *You can set the wrapping or alignment afterwards.*
- ▷ From the Insert menu, select *Drawing*. 
- ▷ Choose *From Drive*  to select the logo created in Assignment 7.
- ▷ Click *Insert*. Pick *Insert unlinked*. Click *Insert*.
- ▷ Select the logo. Drag  a corner handle to make the logo smaller.
- ▷ Click *Wrap text*.

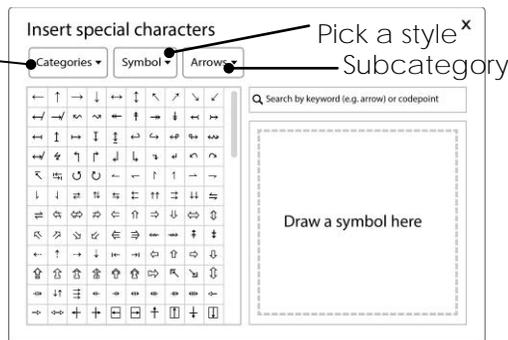


- ▷ Drag  the logo to place it on the page.
- ▷ Use your skills to insert the Floor Plan (Created in Assignment 9) and Quarterly Earnings chart (Created in Assignment 13).

Add Custom Symbols to Create a Unique Design

- ▷ Position the cursor beside a heading.
- ▷ From the Insert menu, select *Special characters*. 

1. Choose *Categories*.
2. Pick a style.
3. Pick a subcategory.
4. Search by drawing a symbol or keyword.



- ▷ Click on a symbol to create a unique design. Click *Close*.

Newsletter Tips:

- ✓ Make the newsletter fit on one page.
- ✓ Add white space to chunk information.
- ✓ Ask questions and then answer them.
- ✓ Be creative! Add testimonials or a motto.
- ✓ Draw attention to the trend line.
- ✓ Appeal to the reader's emotion.
- ✓ Add links to floor plan or worksheet in Extension Activity 3.
- ✓ Right click on a table cell and add a row above or below, or a column to the right or left.



Complete the Newsletter, then Sign Out of Google Drive

Newsletter Checklist

Newsletter Content	✓
title is well formatted and stands out on the page	
headings organize information into logical sections	
reasons explain why the restaurant is a good business opportunity	
financial information is organized in a simple table	
unique restaurant features are highlighted using a bulleted list	
header includes company website and footer includes company address	
Newsletter Design	✓
content is divided into sections using a horizontal rule	
special characters are used to produce a creative design	
bulleted list uses unique symbols that are appropriate	
graphic elements are well formatted and arranged attractively on the page	
white space is used to chunk information and create an uncluttered design	
newsletter fits on one page	
Floor Plan	✓
includes all necessary parts of a restaurant	
organized to meet the needs of patrons and staff	
uses suitable symbols to represent objects	
labels clearly identify each area	
design is creative	
Line Chart	✓
displays quarterly earnings	
labels clearly identify information	
shows the direction of earnings using a linear trend line	
formatted attractively	
Writing Style	✓
newsletter connects with the reader using a second person writing style	
information is logically organized and chunked into sections	
tone is appropriate for a newsletter	
newsletter is persuasive	
grammar and spelling are correct	



Session 6 Extension Activity 2: Rate Opinions in Forms

Google Forms lets you build a survey and have people complete it electronically. The data is automatically graphed.

Customer satisfaction is important. Happy customers are likely to return to the restaurant. Design a survey that uses a grid with a scale that allows people to rate their opinion.

Yes, we care! How was the service at our restaurant?	excellent	good	poor
The friendliness of the staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speed of the service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

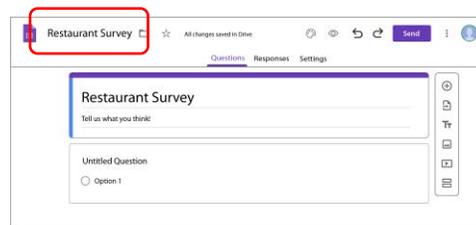
How did we do today?	very dissatisfied	dissatisfied	neutral	satisfied	very satisfied
service	<input type="radio"/>				
food	<input type="radio"/>				
cleanliness	<input type="radio"/>				

A grid can be used to list many items. It is a great way to assess opinions because the choice is the same for every item. A scale range can be low to high, strongly disagree to strongly agree, unimportant to important, poor to excellent, never to always, or yes or no.

Pick a survey question or come up with your own idea:

- Did you like the service? Rate each statement as *great job*, *okay*, or *needs work*.
- What entertainment should we add? Which ideas do you *love*, *like*, or *dislike*?
- What new menu items would you order? Check *yes* or *no* to tell us which ones to add.

1. Sign into Google Drive. Click *New*. Select *Google Forms*.
2. Type a survey title such as *Restaurant Survey*.
Type in a description such as *Tell us what you think!*
3. Click *Untitled Form* at the top to automatically name the file.

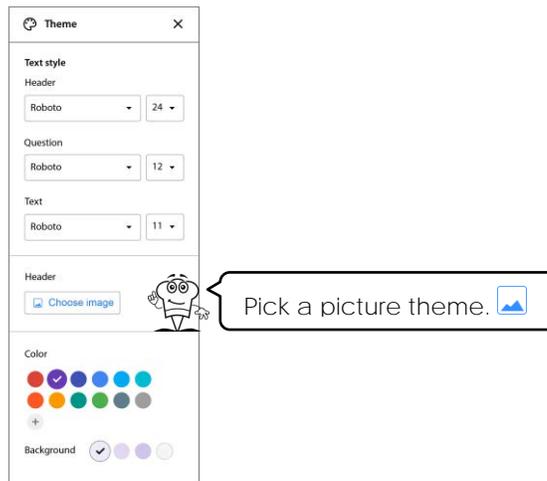


4. Ask a question:
 - a. In the *Question* box type a *question*.
 - b. Select *Multiple choice grid* as the question type.
 - c. Add the row labels. Type *items you want people to rate*.
 - d. Add the column labels. Type *rating scale choices*.
 - e. Select *Require a response in each row*.

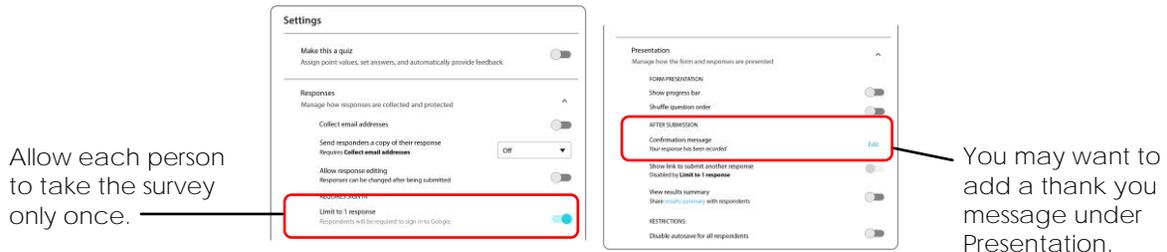
The items can be written as questions or statements.

The choices can be yes/no, disagree/undecided/agree, or dislike/like/love.

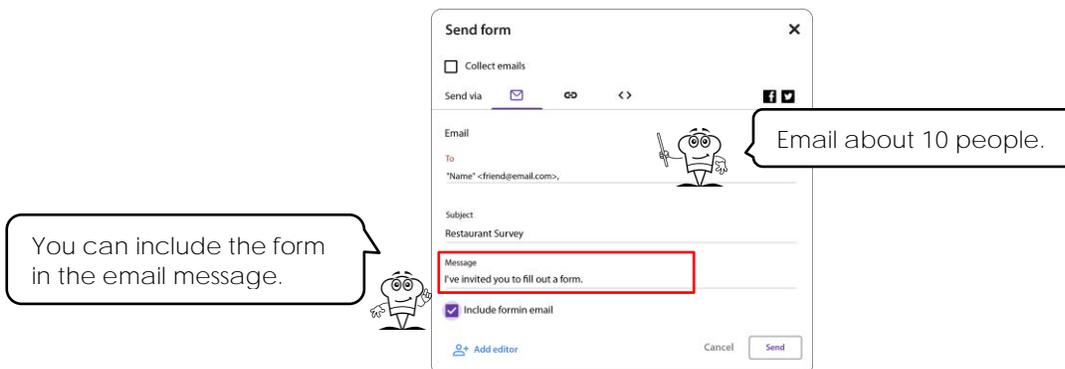
5. Click *Customize Theme*. 
 - a. Choose image  to select a picture.
 - b. Click *Insert*.



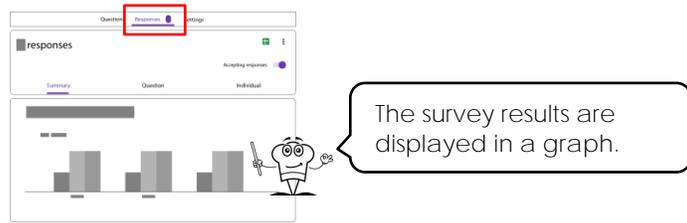
6. Click *Settings*. Under *Responses*, turn *Limit to 1 response* ON.



8. Click *Questions*. Read the survey. Are there any spelling mistakes? Fix any mistakes.
9. Ask your friends to pretend to be customers and fill out your survey.
 - a. Click the *Send* button.
 - b. In the *To* box type *email addresses*.
In the *Subject* box type the *Survey Name*, if necessary.
 - c. Click *Send*.



- Wait for people to take your survey.
To see their responses, view the form. Click the *Responses* tab.



Analyze Survey Results

- What were the results of your survey?
- Compare survey methods.
Do you prefer to gather data using Google Forms or a tally sheet? Why?



Appendices

Refer to the appendices for additional resources:

Appendix A: Assessment Tools

Appendix B: Contact Information

This is a preview of the teacher guide.
Pages have been omitted.

SAMPLE

Appendix A: Assessment Tools

Professional Letter Marking Sheet

Parts of a Professional Letter			
<ul style="list-style-type: none"> letterhead includes company name and address. letter includes the date of writing. inside address includes recipient name and address. salutation offers a professional greeting to the recipient. body describes the business plan, offers reasons the restaurant will be successful, and instructs the reader what to do after reading the letter. closing offers a professional farewell to the recipient. signature line includes restaurant name, student name, job title, and space for a signature. letter is formatted appropriately. 		/10	
Company Logo			
<ul style="list-style-type: none"> simple shapes and word art are used to create a unique logo. logo represents restaurant concept. design is creative. 		/5	
Pie Chart			
<ul style="list-style-type: none"> pie chart displays survey results. chart includes labels that clearly identify information. chart is well-formatted. 		/5	
Business Plan			
<ul style="list-style-type: none"> business name is original. plan is logical and is based on survey results. plan is clearly explained and offers details such as target customer or menu. 		/5	
Writing Style			
<ul style="list-style-type: none"> point of writing is clearly outlined early in the letter. information is logically organized and chunked into paragraphs. tone is appropriate for a professional letter. letter is persuasive and convinces the reader to invest. grammar and spelling are correct. 		/5	
		TOTAL:	/30

Newsletter Marking Sheet

Newsletter Content	
<ul style="list-style-type: none"> • title is well formatted and stands out on the page. • headings organize information into logical sections. • reasons explain why the restaurant is a good business opportunity. • financial information is organized in a simple table. • unique restaurant features are highlighted using a bulleted list. • header includes company website and footer includes company address. 	/10
Newsletter Design	
<ul style="list-style-type: none"> • content is divided into sections using a horizontal rule. • special characters are used to produce a creative design. • bulleted list uses unique symbols that are appropriate. • graphic elements are well formatted and arranged attractively on the page. • white space is used to chunk information and create an uncluttered design. • newsletter fits on one page. 	/10
Floor Plan	
<ul style="list-style-type: none"> • includes all necessary parts of a restaurant. • organized to meet the needs of patrons and staff. • uses suitable symbols to represent objects. • labels clearly identify each area. • design is creative. 	/5
Line Chart	
<ul style="list-style-type: none"> • displays quarterly earnings. • labels clearly identify information. • shows the direction of earnings using a linear trend line. • formatted attractively. 	/5
Writing Style	
<ul style="list-style-type: none"> • newsletter connects with the reader using a second person writing style. • information is logically organized and chunked into sections. • tone is appropriate for a newsletter. • newsletter is persuasive. • grammar and spelling are correct. 	/5
	TOTAL: /35



RESOURCE

This course includes a sample of a completed project. Teachers can use this resource for demonstration purposes or as a source of inspiration.

Pizza Pete

123 Pepperoni Lane
Pizzaville, CA, 90210
555-749-9292

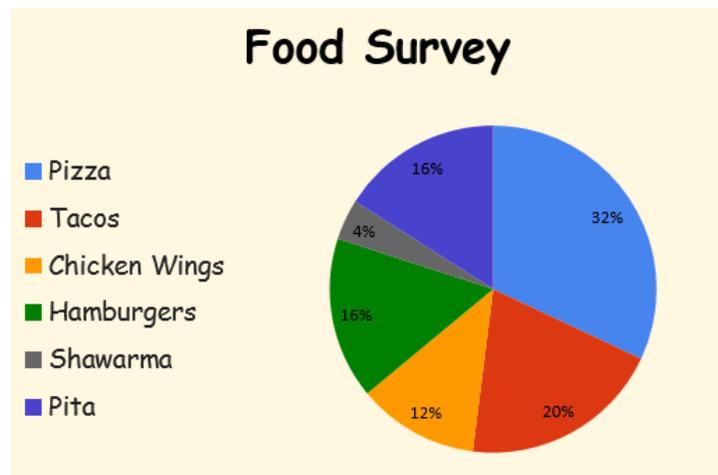


October 30, 2020

TechnoBank
1000 Money Ave.
Pizzaville, CA, 90210

Dear Mrs. Teacher:

I am writing to request investment capital for an exciting new restaurant venture. I plan to open a Pizza Parlor called Pizza Pete. Research results have shown that people in the community prefer pizza to other foods such as tacos, chicken wings, hamburgers, shawarma, and pita.



The restaurant will be successful because it will offer healthy fast food choices. The pizza and panzerotti will be made with homemade sauce and organic ingredients. We plan to cater to families that are too busy to cook but want healthy food that their children will eat.

I ask you to contact me at 555-749-9292 to discuss this investment opportunity. I look forward to hearing from you.

Sincerely,

Pizza Pete
Student Name
President

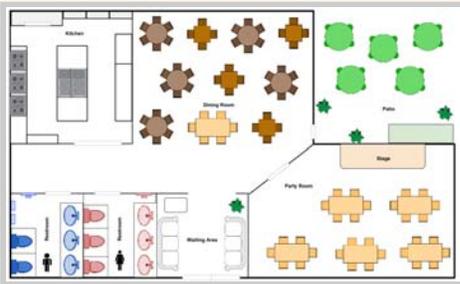
PIZZA PETE

Business Opportunity



Join the Team

Are you looking for a great business opportunity? Pizza Pete is a restaurant that offers healthy food at an affordable price. We use organic ingredients to make our famous pizza and panzerotti. When you join our team you benefit from our expertise plus you get the recipe for our secret sauce!



Discover the Benefits

- ✓ Fresh organic ingredients
- ✓ Healthy food fast
- ✓ Quick, friendly service

Earn Money

Why wait to make money?
Start making money right now!

\$100,000 yearly earnings
\$26,000 quarterly earnings



Pizza Pete

123 Pepperoni Lane
Pizzaville, CA, 90210
555-749-9292