



Project Worksheet

Start Date	8/30/2010	End Date	9/2/2010	Project Length	04'	Days
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Description:

Apple is expanding the product line with a new product - the iPad. You are researching this new product to see how it could be used in business. You will work with a partner to prepare a presentation to your IT department giving an overview of the product and Apple. You will need to discuss how your employees could use the product and if the iPad is networkable. You will also need to highlight any accessories that you would need for the iPad (keyboard, case, etc.). You will prepare a recommendation that will tell the IT department whether they should purchase the product, which version they should purchase and what accessories they need to purchase. Good Luck!

Goals:

1. To research and determine possible use of the iPad in a business setting
2. To research and determine your target employee for the iPad.
4. To prepare a presentation with your partner that provides an overview of the product, possible use in the business, recommendation and a purchasing package for your business. information about your marketing plan for the iPad to your audience.

Content:

Target Employee – once you have provided an overview of the product, describe the employee that would be targeted to use the product.

Overview of the Product

Possible Uses in Business

Whether Product is Networkable

Recommendation to purchase the product or not

Recommended Product configuration

Technical:

Presentation

Create a presentation to help the IT department make a decision as to whether to buy iPads for business. Overview the product features and discuss whether it is networkable. Profile the target employee who would use the product and how the product would be used. Recommend to purchase or not to purchase the product. Prepare a sample product configuration that you would recommend if the decision was made to purchase iPads. Compare the iPad with a netbook.

Slide 01 Title Slide

Slide 02-04 Overview of the Product'

Slide 05 Discuss peripherals - keyboard, accessories, cases

Slide 06 Target Employee

Slides 07-08 Describe how you would use the product in business

Slide 09 Discuss networking of the product

Slides 10 -11 Compare iPad with a netbook

Slide 12 -- Show your recommended Product configuration - which model, which accessories include cost



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Slide 13 -- Purchase Recommendation - Yes or No and why

Slide 14 -- Sources of Information

Make sure to use consistent text animation and slide transitions. Never set these to random animation or transition.

Use a consistent design for your presentation and that contrasts the text color with the background so that the audience can read your bullet points used on the slides.

Resources:

Project handout, Apple website and Internet search engines.

Evaluation:

Save the file as YOUR LAST NAME and submit it to your instructor. Your assignment will be evaluated by your instructor according to the assignment rubric supplied that includes the technical aspects listed above.

Standards: