Week 4

Day 1 and 2: Marketing page, Target Market and Market Segment.

Inside Article 1 box we are going to do some special things to make the Target Market and Market Segment, real attention getting.

Make sure that your external links are to Main.cs and Chart2.js

Instead of using plain old buttons we are going to make custom buttons with rounded corners, that roll over when you pass the cursor over them an also change color.

Try them out by running and then launching Marketing.html

Just pass your mouse over the target market button and see what happens.

Then move the mouse off the button. What Happens?

Look at the coding of the Marketing.html page

We are going to set up two divisions. One for target market the other for market segment

<div id=”targetMarket”> is the first division.

The next line we type is<P id=”text”>

Now key in the text defining your company target market.

After keying in the text use the ending division tag, <Div/>

Repeat the above procedure of the market segment.

Now let's turn our attention to the Main3.css file to see how we can animate them

Scroll down the file until you see the coding to format the targetMarket division

#targetMarket{

 display:block;

 margin:150px auto;

 color:#ffe4e1;

 -webkit-border-radius: 10px;

 opacity:0.4;

 background:magenta;

 width:120px;

 height:25px;

 -webkit-transition:-webkit-transform 2s,opacity 2s, background 2s, width 2s, height 2s;

}

#targetMarket:hover{

 -webkit-transform: rotate(360deg);

 opacity:2.5;

 background:#5959ab;

 width:450px;

 height:390px;

}

Notice that the descriptions start out with the number sign, #, followed by the Id name, followed by a left-facing curly brace.

The parameters for the button are listed below, followed by a right-facing curly brace.

We want to display the button as a block.

We set he margin at 250 pixels and auto-centers the button.

We set the color of the button next.

-webkit-border-radius;10px; makes rounded corners for the button

Opacity refers to transparency.

Now we set the background color, width and height before the transformation.

The last property has to do with the animation, what properties are transformed and how long it takes. Two seconds was used for opacity, background, height and width.

Hover Event for Target Market button

Look at the coding for the targetMarket button to see how to animate or move it

We first identify the division segment, next the hover properties.

We want to rotate the button 360 degrees.

We change the opacity, background color, width and height.

Experiment with these properties in your css file until you get the desired effect.

Change any properties that you want to for the Market Segment box and/or the hover event.

Day 3 and 4: Break Even Chart

Article 2

I used article two box to create an graphical analysis of our break-even point

 The vertical axis was used for expenses

The horizontal axis, for sales

Lovebytes needs to sell almost 3,000 dating packages at $32.95 to covers its nearly $100,000 of expenses.

Get the information you need to prepare a break even chart form your Accounting Department.

I suggest that you draw it out first on a piece of paper before coding the coordinates for the lines and text

The procedure for doing this chart is just like when we created the organizational chart.

The coding for the beak even analysis can be found in Chart2.js

Make sure that your html file calls that link. Check lines inside script tags.

Here is the information contained in the Chart2.css fie

function doFirst(){

var x = document.getElementById('canvas');

canvas = x.getContext('2d');

// vertical axis

canvas.moveTo(50,20);

canvas.lineTo(50,500);

canvas.stroke();

//horizontal axis

canvas.moveTo(50,500);

canvas.lineTo(500,500);

canvas.stroke();

//$100,000 sales

canvas.fillText('Expenses',0,10);

canvas.fillText('$100,000' , 1,20);

//$75,000

canvas.fillText('$75,000',2,125);

//$50,000

canvas.fillText('$50,000',2,250);

//$25,000

canvas.fillText('$25,000',2,375);

// $0.00

canvas.fillText('$0.00',2,500);

//0 on horizontal axis

canvas.fillText('0',50,520);

canvas.fillText('Packages Sold',100,530);

//1500 packages

canvas.fillText('1,500',250,520);

// 3000 packages

canvas.fillText('3,000',472,520);

// line from 0,0 to top

canvas.moveTo(50,500);

canvas.lineTo(500,0);

canvas.stroke();

// other line

canvas.moveTo(50,40);

canvas.lineTo(600,40);

canvas.stroke();

//profit area

canvas.fillText('Profit Area',500,30);

//loss area

canvas.fillStyle='rgb(255,0,0)';

canvas.strokeStyle='rgb(0,111,174)';

canvas.fillText('Loss Area',200,160);

canvas.stroke();

// data section

canvas.fillText('Breakeven dollars = $97,742',50,600);

canvas.fillText('Dating Package Cost = $32.95',50,610);

canvas.fillText('Dating Package That Need to be Sold = 2,966',50,620);

}

window.addEventListener("load", doFirst,false);

Day 5: Marketing Industry Analysis

We are going to use the side news box for the industry analysis information

Obtain that information from your business plan.

It should include identification of industry threats and comparative national trends.

Include industry strengths and threats

Compare company vision and experiences against averages of similar operations.

Key in the information in that side news box in your html file.