

 The Future of iPad in The Tablet Market Place

 Apple is being innovative with iPad in the competitive tablet market to better reach consumers in the upcoming future.

 Michael Kelly Jr.
Proximity Media Analyst

Winter 2017

**Table of Contents**

[Executive Summary 1](#_Toc418523648)

[First Topic Heading in Bold 14 pt. Title Case 2](#_Toc418523649)

[Second Topic Heading in Bold 14 pt. Title Case 3](#_Toc418523650)

[Third Topic Heading in Bold 14 pt. Title Case 3](#_Toc418523651)

[Fourth Topic Heading in Bold 14 pt. Title Case 3](#_Toc418523652)

[Fifth Topic Heading in Bold 14 pt. Title Case 3](#_Toc418523653)

[Recommendations 4](#_Toc418523654)

[Attachment 1: Attachment Title in 14 pt. Bold Title Case 5](#_Toc418523655)

[Attachment 2: Attachment Title in 14 pt. Bold Title Case 6](#_Toc418523656)

[References 7](#_Toc418523657)

 Executive Summary

The executive summary is a brief two to three paragraph summary of the report. You should write the executive summary after you finish the report and use phrases or whole sentences from the narrative body. The executive summary should be single spaced and follow on the same page as the table of contents.

The table of contents on this page is set to automatically display and update the first level titles you enter below for the main elements in the report. You can update the table as you work and when you finish the report by clicking on “Table of Contents” and then clicking on the “Update Table” button. You may need to select “update entire table” to update changes in your topic headings.

You should also enter a short version of your report’s title by clicking on “Short Title Here” in the header on this page. The format is set so that the header starts on the second page and the page numbering starts from zero.

First Topic Heading in Bold 14 pt. Title Case

Start topic text here with a brief introduction (2-4 sentences). Then use second order descriptive headings in bold sentence case to develop the topic. Single space body text and use line breaks before and after second level headings.

**Second level heading in bold 12 pt. sentence case**

Tables and figures should be numbered separately and centered with a caption in 11 pt. bold indicating the source. If the source is listed in your references section, then you can use a short reference to that source. If the source is not in the list, then provide a URL.



Table 1: Descriptive title in sentence case
Source: Jones, 2014



Figure 1: Descriptive title in sentence case
Source: http://www . . .

If you use Word’s “Insert Caption” button on the References ribbon, Word will automatically number your tables and figures.

You can create your own tables or bar graphs using the Word table button on the Insert ribbon. Also use that ribbon to insert an image from your computer or create a screenshot of an image open on a web page or in a PDF document.

Second Topic Heading in Bold 14 pt. Title Case

Start topic text here with a brief introduction (2-4 sentences). Then use second order descriptive headings in bold sentence case to develop the topic. Single space body text and use line break before and after second level headings.

**Second level heading in bold 12 pt. sentence case**

Third Topic Heading in Bold 14 pt. Title Case

Start topic text here with a brief introduction (2-4 sentences). Then use second order descriptive headings in bold sentence case to develop the topic. Single space body text and use line break before and after second level headings.

**Second level heading in bold 12 pt. sentence case**

Fourth Topic Heading in Bold 14 pt. Title Case

Start topic text here with a brief introduction (2-4 sentences). Then use second order descriptive headings in bold sentence case to develop the topic. Single space body text and use line break before and after second level headings.

**Second level heading in bold 12 pt. sentence case**

Fifth Topic Heading in Bold 14 pt. Title Case

Start topic text here with a brief introduction (2-4 sentences). Then use second order descriptive headings in bold sentence case to develop the topic. Single space body text and use line break before and after second level headings.

**Second level heading in bold 12 pt. sentence case**

If you are only using four topic headings, then delete this text and the text above for “Fifth Topic Heading in 12 pt. Bold Title Case.” Do not delete the page break after this topic heading.

Recommendations

Start recommendation text here on a new page.

The recommendation section should begin with a brief review of the report and then use bullet points to make recommendations directed to Proximity clients. Recommendations should include ones already noted in the body of the text

Use third person throughout the recommendation section and attribute original opinions to Proximity (e.g. “Proximity believes that . . . . “ ).

.

Attachment 1: Attachment Title in 14 pt. Bold Title Case

Enter attachment text here on a new page.

Attachments are secondary material such as data summaries, press releases, glossary of terms, financial charts or other material mentioned in the report but too detailed or complex to include in the body. You should only use attachments that you reference and discuss in the narrative body of the report.

Each attachment should have a title and begin with introductory text that explains the attachment. You should only use Proximity focus group results where relevant. If you attach a focus group news release, you should use APA style for any sources cited in the news release and add those sources to your references at the end of the report.

If you have no attachments, delete this text and the Attachment 1 heading above. Do the same for the Attachment 2 boxes on the next page. You will also have to delete the page break at the bottom of this page and the next page. Use the “Show / Hide” ¶ button in the paragraph section of the Home ribbon in Word to find the page beak.

Attachment 2: Attachment Title in 14 pt. Bold Title Case

Enter second attachment text here on a new page.

If you use only one attachment, delete this text and the Attachment 2 heading above. You will also have to delete the page break at the bottom of this page. Use the “Show / Hide” ¶ button on the paragraph section of the Home ribbon in Word to find the page beak.

# References

Enter list of sources cited in the report in alphabetical order using APA style. Only list sources that are referenced directly in the report. (Placeholder1)

If you have used the Word “Insert Citation” button on the References ribbon, then you can have Word automatically enter your sources in APA form. To do so, click on the left “Bibliographies” button at the top of this text box and select the References option. In Word 2010 you may have to use the Works Cited option.

Once you or Word has entered your sources, you should delete this text below the entries.