

# CASE STUDY



There's more to learning a spreadsheet program like Microsoft Office Excel than simply keying data. You need to know how to use Excel in a real-world situation. That's why all the lessons in this book relate to everyday business tasks.

As you work through the lessons, imagine yourself working as an intern for Klassy Kow Ice Cream, Inc., a fictional San Francisco business that manufactures and sells ice cream.



# Klassy Kow Ice Cream, Inc.

Klassy Kow Ice Cream, Inc., was formed in 1985 by Conrad Steele shortly after the death of his father. Since 1967, Conrad's father and mother had been dairy farmers in Klamath Falls, Oregon. As an addition to their farm, Archibald and Henrietta Steele opened a small ice cream shop. They made their own ice cream from fresh cream, eggs, and butter—starting simply with vanilla, chocolate, and strawberry flavors. They also sold cones, sundaes, shakes, and malts.

As word spread about their delicious ice cream, Archie and Henrietta's business blossomed from a seasonal shop to a year-round one. Eventually, the Steeles' expanded the number of flavors and started to offer hand-packed ice cream pies and cakes. They also started to sell to small supermarkets in southern Oregon under the "Klassy Kow" name, allowing their many customers to buy half-gallons at their favorite supermarket.

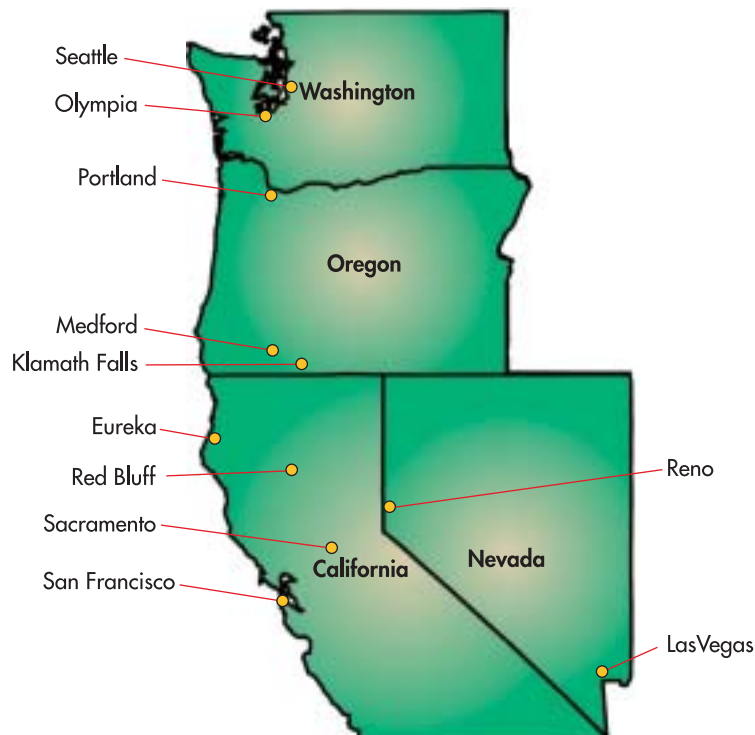
The business continued to expand and soon reached into supermarkets in the Pacific Northwest. Archibald and Henrietta opened new ice cream shops in Medford, Oregon, and in Eureka and Red Bluff, California.

After Archibald Steele died, Conrad and his mother sold the dairy farm but kept the ice cream shops. They continue to buy ice cream from the new owners (the Klamath Farm) and have expanded the ice cream business to include 33 franchised ice cream shops in the West.

In 1998, with Klassy Kow continuing to grow steadily, Conrad decided to move the corporate headquarters to San Francisco, California. His mother, Henrietta, is retired and still lives in Klamath Falls. She continues to help create and test new flavors for the Klamath Farm.

The company now has over 200 employees, but the number of employees in the San Francisco office is surprisingly small. Most of the employees work in the ice cream shops scat-

**FIGURE CS-1** Sales area for Klassy Kow Ice Cream, Inc.



tered across Washington, Oregon, Nevada, and northern California. Figure CS-1 shows the general area in which Klassy Kow Ice Cream Shops are located. Some of the more important employees from the San Francisco office are shown in Figure CS-2. It might be helpful to associate the pictures of the employees with their names as you work in the course. Pay particular attention to each person's area of responsibility.

Conrad Steele, who is now president and chief executive officer of Klassy Kow, is responsible for the general operation of the company. He says, "I love to see the big smiles on the customers' faces after the first lick. It makes it all worth it."

Conrad visits many of the ice cream shops and likes to keep in touch with customers. He visits Klamath Farms at least four times a year to keep in contact with his major supplier.



All the worksheets, documents, and graphics you will use in this course relate to Klassy Kow Ice Cream, Inc. As you work with the worksheets in the text, take the time to notice the following things:

- The types of worksheets needed in a small business to carry on day-to-day business.
- The formatting of worksheets. Real businesses don't always pay much attention to formatting internal worksheets. However, they do focus on formatting worksheets that the customer will see.
- The types of business activities required by a company such as Klassy Kow. For example, it must deal with employees, internal accounting, and suppliers.

As you use this text and become more experienced with Microsoft Office Excel, you will also gain expertise in creating, editing, and formatting the sort of worksheets generated in a real-life business environment.

**FIGURE CS-2** Key employees



**CONRAD STEELE**  
President and Chief  
Executive Officer



**JUAN SANTE**  
Vice President,  
Financial Operations



**KEIKO SUMARA**  
Sales and Marketing  
Manager



**ROBIN MCDONALD**  
Director of Human  
Resources

# Klassy Kow Ice Cream, Inc.

## Products

Sugar Cones  
Waffle Cones  
Ice Cream  
Frozen Yogurt  
Shakes  
Malted  
Ice Cream Sodas  
Ice Cream Sundaes  
Ice Cream Cakes  
Ice Cream Pies  
Ice Cream Sandwiches  
Coffee  
Soda

## Klassy Kow Klassics

### Kowabunga

(An ice cream freeze, in several flavors)

### KowOwow

(A cow-shaped ice cream bar)

