

Functional Areas – Purposes And Activities – Bromley Library	
Functional Area	Task
Development	<p>The company provides and carries out research by looking at it's statistics and data collected from their visitors and their activity; Looks at improving things at Bromley Library such as they layout, content and usability; Outlines proposals, Introduces new technology if needed (such as the self serving system) and Provides marketing and publicity by creating posters and leaflets.</p>
Customer Service	<p>Said company offers organised training for staff, this would boost staff in their abilities and their confidence, Giving all aspects of that staff member's job, a boost, and hereby boosting productivity.</p> <p>This is also similar to the second activity of Bromley library on working on public relations and user education matters. By doing this Bromley library would boost their services by more staff having the experience do deal with more customer queries.</p> <p>Advising on books and DVD's allows visitors to Bromley Library to get a full experience out of their visit to Bromley Library. Getting quick and efficient advice on Books and DVD's, the most popular two things people hire out / borrow from a library. With a good user experience, Visitors are likely to return and use the library's services again.</p> <p>The same can be said about help with finding books and materials for research. People are likely to return as their first impression was good, and they keep getting good service from the staff and the business as a whole.</p>
Resources	<p>Drawing up and managing project plans helps organisation as it would tell people what to do, when to do it, and how. Nothing Is ad-hoc in business. The project plan states what departments are involved in said project, what their role is, and a deadline for completing their task. Following the management project plan, would result in a successful project.</p> <p>Drawing up specifications and tendering to obtain the best value would involve getting company's together and getting quotes for the same product, in our case, a book, DVD or game; then deciding on the most cost efficient method.</p>

Functional Areas – Purposes And Activities - Charlton Athletic Football Club	
Functional Area	Task
Finance	<p>Looking after staff and wages ensures staff are kept motivated and working. Ensuring staff are paid correctly keeps the staff from worrying about such things and keeps their minds focused on working.</p> <p>Monthly quarterly and year reviews of department spending helps the department keep track of it's money; Keeping track of it's money, the business can set realistic goals, aims and objectives for the future and can complete these. Keeping track of funds keeps the other departments in line.</p> <p>Producing financial reports for shareholders helps keep the shareholders `in the loop` and keep them informed about where their investment is going. It's also a legal requirement to provide such documents to all shareholders.</p>
Marketing	<p>Selling sponsorship deals helps fund the club and the players. A company would ask to sponsor a club or a player, that club/player would then come to an agreement with the sponsor for x amount of money, for y number of games. The advertisement would then be incorporated into the club/player's shirt or shorts and for the duration of the contract between the club/player and the sponsor for said advertisement.</p> <p>Designing the website is an important part of the club's marketing strategies as it represents the club, and holds their presence on the internet. A good design, and good aesthetics are vital to keeping their presence on the internet high. Tickets and Merchandise can be purchased on the website, and fans can also look at such things such as the club's history, it's league placement, and other club-related topics.</p> <p>Football program's are another vital part of marketing, as a lot of fans will purchase these on entry to the stadium on the night/day of a football game. It contains advertisements, club stats, formations, and other information about the team, and this game in particular. Each Program must be different to offer a bit of variety to the fans when they purchase the programs.</p> <p>Setting up Player interviews before and after football matches is very important as to keep the club's image alive. Players will voice their opinions and share trends that may catch on, and profit the club in turn. Photo shoots have a very similar purpose, as to reach a wider audience with the name of the club, it's players, and it's activities. Doing this could increase the number of fans, and hereby increase revenue.</p>
Human Resources	<p>Interview backroom staff help the organisation run, so employment interviews for these roles are key to keeping the business run smoothly. Backroom staff could be anybody "Behind the Scenes" ranging from coaches, to doctors to maintenance workers!</p> <p>Carrying out training for the different departments and its various staff helps keeps staff up-to date with the latest techniques to deal with their roles, and give some training to expand their skills.</p> <p>Looking after player contracts makes sure the club doesn't loose players due to loopholes within the contract signed to the club before, and/or the player.</p>

<p>Operations</p>	<p>Cleaning the football stadium keeps the fans' experience clean and tidy and makes them want to return to the club, it also keeps people's views of the club high. Also, people may think, that if the club can't manage the cleanliness of the club, how would they manage a club of football players? So it's in the club's best interest to keep the grounds, stadium and everywhere in the "Charlton FC" Grounds clean and tidy.</p> <p>Unloading goods from lorries for the club shop helps get all the merchandise from the manufacturers' to the vendor's store (CAFC Club Store). Without stocking the store, the club would lose a large percentage of its income to staff laziness of failing to unload goods from the delivery lorries.</p> <p>Looking after CCTV footage and talking to the police on match days decreases the risk of violent outbursts, and anything that does happen is dealt with fully with the cooperation of the club by providing CCTV footage as evidence to the authorities.</p>
<p>Customer Services</p>	<p>Dealing with enquiries from the general public about match days and tickets boosts ticket sales, as some people may wish to ask a question (enquire) about tickets, ticket sales, and various other information about Ticket Vendors, their prices, terms and conditions; A friendly, yet smart voice on the phone reinforces the club's image.</p> <p>By dealing with bookings like weddings at the club confirms more room booking and other services that the club could offer. By confirming these bookings, the club ensures more revenue.</p>

Functional Areas – Achieving Aims – Bromley Library	
Aim: To introduce a new self service book desk	
Functional Area	Task
Development	<p>Researching current best practices in other business to determine the best way to design and implement the self-service book desk allows for the Development team to spot errors in the current self-service book desks and learn from them.</p> <p>Carried out consultations with the developers and designers. ??</p> <p>Produced proposals for news ways of working and enhancing the service by introducing this technology.</p> <p>Provided marketing and publicity promoting the new self-service system and its efficiency for the customers.</p>
Resources	<p>Drew up and managed the project plan for the project, by doing this, it eases the other departments' jobs to complete the aim.</p> <p>Worked on procurement, Drawing up specifications and tendering to obtain the best value for money.</p> <p>Oversaw the integration of self-service machines with the existing computer system.</p> <p>Managed implementation of the equipment.</p>
Customer Service	<p>Organised training for staff in use of new technology and new ways of working with customers facilitated by the release of staff from routine duties.</p> <p>Worked on public relations and user education matters such as educating the public and the visitors of Bromley library as to the usage of the Self-service book desk, how it works, how it'd benefit them and such.</p>
If all three departments did not work together what would happen?	<p>If all three departments did not work together the aim would not be achieved, all three are dependant on each other. Without Resources, nothing for the project would be written down, and planned, therefore causing a problem for the development team.</p> <p>Without the development team, The self-service book desk could not be build at all. Making the aim in itself unachievable, and providing a huge problem for the customer service team, and the library as a whole.</p> <p>Without the customer service team, the public wouldn't be trained to use the machines, and so it would either be left unused, or, it wouldn't be used to its full potential.</p>

Functional Areas – Achieving Aims – Charlton Athletic (CAFC)	
Aim: To survive as a club.	
Functional Area	Task
Finance	<p>Finance would have to make sure players wages were paid on time – so that they would turn up to training. By completing this, the players would turn up to the training (to improve their skills, keep their awareness up, and keep them fit for games), and also turn up to matches, allowing the team to win, and make money.</p> <p>They would make sure departments are not over spending on their set budgets. Keeping a business to a budget is vital, as this could be the difference from the company continuing it's actions and ownership, and liquidation.</p> <p>Make sure that all their business accounts are in order so that they are not fined by the Government. Fines issued because of inaccurate documentation, or failure to provide documentation upon request for any thing requested by the government, can lead to a rather large fine, even if the documents are provided at a date after the Government sets on said company.</p>
Marketing	<p>Marketing to make sure that the building is occupied with fans coming to matches. This keeps the reputation of the club up, and also boosts the confident of the players of the club. Also, with every fan that is watching the match, comes the money generated from them (ticket sales, food & drink sales, Merchandise sales etc).</p> <p>To produce interesting match programmes so fans will purchase them. Without something different on the programmes apart from the usual colours, layout and content, the players will not purchase the programmes as they can find out exactly the same information on the internet or the Club's display board.</p> <p>Getting players into the public eye to generate interest and from that, income. By generating interest to players, this interest can become possible advertising, and therefore, revenue.</p> <p>To rent the private football boxes out to local businesses. Having an empty private box in a football stadium isn't bringing any business to the club via that portion of the grounds; So renting it out to local businesses generates revenue and possible future business.</p>
Human Resources	<p>Human resources contribute to the aim of the business by making sure that the player contracts do not run out and they leave the club.</p> <p>If a player did leave then that player could be a key player and the team may stop winning matches causing the club to collapse, fans to stop supporting the club, or at least attending matches regularly and hereby loosing the club a lot of money, and herby causing the club to fall, and fail as a business (thereby failing said aim).</p>
Customer Service	<p>Customer service will make sure they provide an excellent service so that they attract potential customers, and turn them into fans hereby generating more fans attending games regularly increasing the profit margins.</p>
Operations	<p>Operations to provide a safe environment on match days that means the fans will come back – knock on ticket sales – this will help the club survive as a whole, thereby successfully completing the aim.</p>

