

# Task 7 Reports

## Task 1a: Logo

### Software:

The software I used was Adobe Fireworks CS3.

I used Fireworks because it offered a wide range of tools and textures. For my logo to stand out and be able to have anything it required I had to use this programme. I also have a lot of background use and knowledge of this programme, which meant I could use it more efficiently and effectively. Other programmes such as Photoshop or Microsoft Word do not offer such tools and would degrade my logo altogether.

I could have used a variety of programmes such as Photoshop or Freehand, these are both programmes, which could have fulfilled my requirement, but lack in certain tools and effects.

These programme lack in quality tools and would overall reduce the professionalism of my work. Photoshop offers tools for changing and editing pictures, this is not suitable as my logo had to be original and have new ideas published into it. Freehand does not suit the needs of my task as it is based upon opposite targets of my logo. My logo had to be original and incorporate a lot of professional and advert sable ideas and I think using these programmes, I would not be able to achieve these targets.

I am confident I used the right programme, as 'Adobe Fireworks' is very effective in creating new ideas and adding personal preferences towards it. It also has a wide range of colour effects and variety of tools. To be able to use Fireworks gives me more ability and freedom to create a logo, which is entirely my design, and plan. To use different software would mean I would be working within the programme and having to adapt my logo towards the programmes abilities. This would suspend me of improving my logo or making it truly what I had planned.



### Problems:

I experienced numerous problems within my logo. A problem I experienced was making my overall look stay professional. I had to keep my work all lined up in certain pieces, such as Business Card and Compliments Slip to keep it professional and appealing. I had to also keep a consistent layout and colours throughout my work.

I resolved these problems by asking for help with my teacher and using my past experience to help change and improve my work. For example, to change my pixilation problem I had to transfer my work into publisher and down size my font. With all this done my work was not pixelated but it had changed from being consistent with corresponding pieces to being inconsistent. I further changed this by re-adjusting my layout and therefore making my font easier to enlarge.

### Comment:

Task 7 Report

Business & Communication Systems



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I think my logo is done well and efficiently because it is consistent and of a professional standard. I have made my logo simple but with enough attractiveness that it is appealing but stays professional. I think I have also been able to successfully produce a number of pieces, (for example, business slip), to a high standard and a consistent colour range is used without.

I wanted to realise the issues involved into making a successful logo and business prompts. I think I have successfully done this as I now know that every detail is important and professional and consistent pieces work better.

This software I used was a good advantage because it allowed me freedom and structure into my work. With the variety of programmes I used each one of a satisfactory quality and equipped me with decent tools and layouts, which made my work stay consistent, and of a high quality.

If I had more time, I would think about different sorts of logos and layouts of my work as many examples could be used.

### Legal Issues:

To make my work legal I had to follow the Copyright, Design & Patents Act (1989), this insured my work was legal and was not obliging any rules or regulations.

This law helps keep people's work safe, it also allows people faith into putting work online and not have it being copied or being used without a license. This law also helps stop people buying copied software. This law prevents people downloading others work without permission.

If these laws are broken you will be facing unlimited fines and maybe a prison sentence. This law helps people keep their work safe and personal without people copying, taking or reproducing it. Although this law is in place, it can be broken and the fines are simple, harsh and understandable. Prison Or unlimited fines.

I stayed within these laws by checking with the network manager that the software I used was under a proved license. I also made sure that my work was not copying others as this would mean I was copyrighting. I also had to check that I was not copying anybody's name, logo or slogan. I did this by researching. Business' follow what I have been doing by using software Audits. Software Audits is a program, which monitors what employee's are downloading or viewing on their PC's. They have to do this program to insure their employee's downloadable work has not been copied and that it has a license. There are 4 stages of using software Audits. Firstly the company would bring in the workers PC's to check for downloads and to check the software. Subsequently they would check the license of the computer to insure it is obeying the law. They would then have to compare these two factors. If they find their employee is using illegal software or has not got a license they would have to delete it or buy a license for this employee.

### Ethical Issues:

To make my company logo efficient and true I had to insure that my company was following the Copyright, Design & Patents Act 1989. I did this



by researching my work throughout many places to make sure I was not copying, downloading nor impersonating anyone's work. I also had to make sure that my company would not portray a disturbing or unreasonable image. My company therefore had a logo, which consisted of understandable words and a clear, professional design. My designs had to be clean and understanding as offending anybody would produce a bad image over my company and I would lose trust and customers. I did this by making my colours reasonable and associate towards nature. I used green and red, which I view as two well mixing colours which portray a clean, friendly environment that is attractive and professional. I used basic wording to get over my company name and job. My name was 'Recruit Me Agency'. My logo remains original and unique as by already following the Copyright, Design & Patents Act I have made sure I have used no templates and no already used ideas or socially used terms.

I made my logo designs appropriate and approachable towards everyone by using mixed colours which attractive both genders. I also made clear that my company is not just for one gender and that it portrays a clear and formal image. My language was clean and is not racial, social or ethically disturbing.

### Social Issues:

Towards my logo, I had to make sure that it was approachable, recognisable and altogether appealing. My design had to be simple and easy to understand and incorporate. There is nothing within my logo, which includes small print or random pictures or quotations. My logo is original and stays within being professional and able to be recognised. My logo shows a friendly environment as I have used green and red as mixed colours to portray my image. They are associated with the earth's elements, which comfort people and already show a professional, clean and decent company. When people look at my logo they will think my company is professional due to the simplicity incorporated into my logo. It shows clear texts, which are underlined by a simple, but effective, line. My logo shows a meaning towards my company mood and behaviour by it being in a horizontal position, which means it's easier to read. You can relate to it in this way as we can relate to writing regularly. The font is professional which gives a good impression and it is not a font, which will show the company is 'cheap' or underestimated. The colours also portray a clean and serious company.



## Task 1b: Letterhead

### Software:

For my letterhead I used Microsoft Word. I used this programme because I feel it is the easiest to establish you with and to manipulate the layout and positioning of my text. I also acquire good understanding of the programme and know, highly, of how to use templates such as rulers, textboxes and image layout. For this task I could have used a different assortment of programmes such as Microsoft Publisher or Adobe Fireworks. These programmes however supply little support for my task and would only degrade my final product. I do have experience with these programmes but because of my knowledge I know that they will not be suitable for my task. These programmes also lack in basic templates or editable templates to make my work more professional and supported instead of being too free-hand and basic. I feel I would be satisfied with the programme I have used because it has very suitable tools and enables me to simply place my



letterhead in appropriate areas. It also has a variety of tools and equips me with original and authentic implements.

### Problems:

I experienced a problem of not being able to professionalize my work by having my texts and images not corresponding to each other or being linear within their borders. I also had to keep consistent layouts and font sizes as previous pieces have been applied by these factors, this choice would also improve the standard of my work, therefore making it professional. To resolve these problems I used my past experience to extinguish an assortment of borders and texts. I also managed to discover tools equipped within my programme use, which further helped me, enhance my work and disable my problems. Therefore re-illustrating my choice of programme use.

### Comment:

I think my letterhead shows a professional company by having a simple, effective and understandable format, which proves direct, interesting and formal issues. I did this by having bold fonts, which stood out and helped keep the professional mood around my company. I wanted to achieve a high level letterhead in this task, which showed a professional company and achieved consistency. The software I used enabled me to achieve these goals because it had all required tools. It also equipped me with appropriate guidance and applications. If I had the chance I would try to



change the originality of my work to make it more attractive and to stand out from everybody else's.

### Legal Issues:

For this task I had to follow the Copyright, Design & Patents Act 1989. This law restricts people from copying and makes it illegal. It also allows people to produce work and publish it on the internet with confidence, without having people copy, re-use or take your work. I stayed within this law by ensuring my work was authentic and was not taken from publishers work. I also ensured my software was equipped with a license. My work also stayed original as I did not copy or take ideas from other publishers as doing this would make my work illegal and I would go against the law.

### Ethical Issues:

To insure my work stayed ethically correct I had to make sure my work was consistent and understandable. Subjects of my work also had to be checked to make sure they were accurate and true. They had to portray a true statement and a readable, understandable preference. My designs remained correct and readable towards everybody, as they did not portray wrong images, slogans or wrong texts associated upon real life. My designs showed a clean environment and issued professionalism throughout its texts and layouts.

### Social Issues:

When completing my work I had to survey social issues such as making sure I adapted my work to be socially clean and understandable to everyone. My design had to remain simple, without incorporating small print or unnecessary text. By looking at my letterhead viewers will associate my company with professionalism and simplicity because of easy looking layouts and pleasing colours. The social issues also helped promote my company's green and red colours, which resemble nature and a pleasing environment. It also acquires a professional text, which is suitable and relevant. My contact details also remain correct, which insures true statements and loyalty towards viewers. All these issues remain solvable as I have incorporated them into my work and established pleasing elements to insure my company stays positive and professional.

## Task 1c: Complements Slip & Business Card

### Software:

For my progress within making a complements slip and business I used Microsoft Publish and Microsoft Word respectively. These programs offer a wide range of structure templates towards my work as I can adapt circumstances to change and improve my designs. They also helped the professional side of my design as they enabled me to establish tidy and professional appearances. These programmes also let me change my work to a certain size and equipped me with important borders, which helped professionalise my work.



I believe I could not have sufficiently used any other programme as of the lack of resources and tools equipped within them. I may have used fireworks but this programme is unnecessary, as it does not have adaptable tools, sources and templates. The software I worked with enabled me to achieve high standards and helped towards the professional and social factors of my work, therefore meaning I had chosen the correct suitable programmes. Using different software would disqualify any high standard within my work



and would not equip me with vital and original tools or templates.

## Problems:

One problem however I have faced is keeping texts, images and coordination's within a certain border. These restricted my work from being a certain size, also meaning some layouts or templates were unable to be used sufficiently. I managed to resolve these problems by using vital templates within my programme, therefore meaning that my programme choice was vital. I also was able to use past experience, which helped stabilise my work and provide sufficient knowledge and professionalism in my designs.

## Comment:

Finishing my designs, I think I managed to produce my work with a professional and clean meaning whilst showing key information and by being morally correct. I wanted to achieve a high standard, high profile design, which incorporated many features. I also wanted to learn what a typical business card looks like and show my designs are suitable and professional by following these factors.

The software I was working with enabled me to effectively achieve a high standard within my professional designs, this will then add to the appearance and professionalism of my work.

If I was to have more time I would try to achieve a more advert sable and original design to make my work stand out and seem highly approach able.

## Legal Issues:

With producing my work I had to follow the Copyright, Design & Patents Act (1989), this is a law which makes sure people are not able to copy, re-use or replicate a user's work. This law was introduced to protect the providers and make them issue work onto the internet with confidence.

I stayed within this law by ensuring my work was original and was not taken from publishers work. I also ensured my software was equipped with a license by talking with the licence management. My work also stayed original as I



did not copy or take ideas from other publishers as doing this would make my work illegal and I would go against the law.

### Ethical Issues:

Producing my work I had to ensure I made sure my work was entirely original and my own work. I made sure my work was not copied by checking throughout certain areas to certify my work was not copying others. My designs issued true visual statements and mentioned reliable facts. My designs also incorporated reasonable and clean images and text to ensure viewers understand the professional and meaningful side of my business. My work also disqualifies any use of templates to insure it incorporates my personal ideas and layouts. This also ensures my work is distinctive and unique.

My designs are ethically correct and clean as my designs do not offend, abuse or disturb viewers, which add towards the professional and moral side of my design and business.

### Social Issues:

My business card and Compliment slip both include addresses of my business so for these to both are socially correct they had to be true, believable and consistent. My designs must therefore also stay simple and clear whilst showing a professional, distinctive company.

These issues all remain solvable, as I was able to issue a true statement about my address, which is consistent throughout all my designs and pieces. My designs are also professionally laid out with tidy borders and effective spacing between texts and images. Overall both my designs show a professional layout and provide a pleasing, inviting image over my business.

## Task 2a: Registration Form

### Software:



To sufficiently complete my Registration Form I used Microsoft Word.

I used this programme because it equipped me with vital tools to completely ensure my registration form of a high standard. This programme involves many suitable tools, which can help towards my work. For example, text boxes, drawing tools and suitable text fonts. This programme is also suitable because it enables me to use borders and templates, which help structure and professionalize my work. I could have used equivalent programmes to fulfil my requirements such as Microsoft Publisher. This programme however was restricted to certain tools, which would only degrade my designs and disable me from structural layouts. This programme also lacks in depth and ability to add personal structures or tick boxes.

I can now acknowledge that the programme I used, Microsoft Word, was of the highest ability and improved my work as a whole. I also think that the programme equipped me with all suitable tools and did not degrade my work in any way.

## Problems:

Within my forms design I had to insure my tick boxes were linear towards each other and corresponded with appropriate texts. By not being able to complete this I would have suffered not having an appealing layout whilst also not being professional.

I resolved these problems by structuring my borders, by using the programme provided. The tools within the programme enabled me to establish good neat lines, which then helped professionalize my work. To further improve these problems I used my past experience to guide me through tools equipped in the programme, which then helped me improve the distinctive formality within my design. I was also able to use drawing stencils within the programme to structure the linear borders within my work.

## Comment:

I think I managed to achieve a high standard registration form, which is appealing, professional and involves tidy borders and texts. This then adds

**Recruit Me**  
AGENCY

### Registration Form

Thank you for adding to embark within the 'Recruit Me Agency' company and further industries. Please ensure you follow the strict regime we enforce whilst filling in this recruitment form. This is essential towards our employment policy. Complete this form by writing in required spaces in CAPITAL LETTERS and/or TICKING relevant boxes. When your details are issued please freepost to: Recruit Me Agency, 15 Harley Road, London, U18 1HT

#### FORM REQUIREMENTS

Title: MR ☐ MRS ☐ MISS ☐ DR ☐

Surname: \_\_\_\_\_

First Name: \_\_\_\_\_

Gender: MALE ☐ FEMALE ☐

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Post Code: \_\_\_\_\_

Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_

Telephone Number: \_\_\_\_\_

#### CURRENT EMPLOYMENT

Current Employer: \_\_\_\_\_

Current Salary (£): \_\_\_\_\_

National Insurance Number: \_\_\_\_\_

#### DESIRABLE EMPLOYMENT

Availability over Year: JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐  
 JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC ☐

Type of Work Wanted: CLERICAL ☐ ENTERTAINMENT ☐ PRODUCTION ☐ BAR WORKER ☐  
 RETAIL ☐ OTHER: \_\_\_\_\_

Please Sign: \_\_\_\_\_

Date Completed: \_\_\_\_\_

**AGENCY USE ONLY**

**FURTHER DETAILS YOU WISH TO ADD**



to the positive view my business achieves by the consistency running through my work. I managed to use appropriate fonts; colours and layouts, which insured my design, corresponded with previous pieces.

I wanted to learn how a successful registration form appeared towards employers and incorporate such factors into my design. I also wanted accomplish a professional, corresponding piece of work.

The software I used was suitable for my task as it involved suitable tools and established me with structural guidance to insure my designs were neat and proficient. If I were to have more time I would try to change the layout of my work so it appears for original and authentic from a typical registration form.

## Legal Issues:

When completing this form I had to insure I was following the Data Protection Act (1998), this law orders kept files from companies etc, to orderly and fairly look after owners files and not to distribute it. This purpose of the act is to protect the rights of whoever is producing the work. This act is used for both paperwork and computerized files but as new technology is brought in computerized files are becoming frequently used. The act issues precautions towards the owner of the work and asks that it be kept under strict circumstances and privacy.

This law is frequently needed to protect owners work and files and insure they are kept private and within high confidence. It also controls how the data is used towards the owner and how it is passed onwards.

This protection law has to follow key issues to insure user's files are safe and appropriately used. These files must be fairly and lawfully processed whilst staying relevant and non-excessive. These files also must be kept for an appropriate time and not for longer than necessary. Files secured by the law must be secured and not passed on to other parties or countries.

If you are found breaking the Data Protection Act (1998) you can be prosecuted, therefore being sentenced to prison or face having to give compensation to the files' owner. To ensure I followed this law I made sure the information I collected within my registration form was relevant towards the requirements and was adequate for the employee's purpose. I also remained focused within my needs by assuring I did not ask for false information, which was not necessary. I also ensured the information I collected was not going to be used for reproduction or fraud, E.g.: blackmail. This would demoralise my company name socially discriminate customers.

## Ethical Issues:

To ensure my registration form was ethically correct I had to improve accessibility towards it to ensure everyone had a fair right to complete the form. This includes access from the internet, post and collectable sales. I had to also ask for permission to store and assemble data about customer's files. Failing to do this would go against the Data Protection (1998) law meaning I could face a compensation charge or prison sentence.

To produce my form to an acceptable standard towards viewers I made sure clean, understandable language was used and the Data Protection



Law was followed. This insures safety for the employee's files and improves a professional image of the business.

### **Social Issues:**

In order to socially please customers I had to insure my registration form offered clear instructions and relevant questions. I had to also make sure spaces left from questions were suitable for answers. To further improve social issues I had to be wary of not using offend able questions or non-understandable instructions. I offered varied amounts of tick box options, which improve audience population interest in my company. Producing my registration form also promotes my corporate image and logo, showing consistency and advertisement. I have successfully produced my registration form incorporating these issues by having clear, consistent font, which shows professionalism. To not offend anyone I made it possible to remove personal questions and to just incorporate job associated queries. This shows my company to be clean and adverts able, which adds to my company being appealing.

### **Moral Issues:**

To satisfy customer's moral standards I had to insure completed registrations forms were protected and secured to further protect customer's needs. Our data also needs to be handled with sensitivity and respect to enable customer satisfaction. I had to also be careful not to incorporate any client information into promotion pieces, such as junk mail or leaflets. This means client's information is kept with the highest provincial protection.

These factors can be resolved by using secure protective systems to help hold our customer's information and details. We can also equip locks, codes into customer's information safes. Insuring employees are sufficient and respectable towards clients helps to further improve moral standards and keeps them confident about how their details are being kept, stored and organised.

## **Task 2b: Printing the Registration Form**

### **Problems:**

Whilst producing my extra registration forms I had numerous problems such as lack of ink and human error. I also had to insure my form included all required fields as attempts were stopped due to errors, which were found whilst completing the form.

I made sure these problems were not-recurrent by insuring the ink was properly installed before printing my work, I also made sure I concentrated whilst completing the registration forms, as a repetition of mistakes meant more forms being printed, therefore wasting ink. Whilst realising mistakes I then had to thoroughly check through my work to ensure errors were then non-existent.

### **Ethical Issues:**

Whilst producing my registration forms, making sure I was ethically pleasing was a factor, which I had to take into consideration. I made sure my work was ethical by minimising paper waist, meaning ecologically, my work was



not a success. I made sure I did not face this problem by checking my work before printing, therefore minimising chances of mistake. My designs also stayed pleasing by being pleasing to the eye and not being racially, sexually or abusively unstable to clients and viewers. By incorporating fair, equal terms I was able to produce a form, which ethically correct and displayed a clean image upon my company. Also, by minimising ink usage within my form I was able to use a more substantial amount of ink into my work, also including not using un-needed ink onto my form. E.g.: pictures, block colours.

## Task 3a: Database Task

### Software:

I have used Microsoft Access To produce my database.

I used Microsoft Access because it enabled me to organise files efficiently and effectively. It equipped me with advanced tools such as set up fields, data types and combo boxes. Set up fields enable me to fully establish required listings into my database which then mean client's had a wider option of use. Combo boxes insure human mistakes are minimised as optional choices mean a wider choice and ensure confusion is not-apparent. Combo boxes also mean quicker, more sufficient files which help produce a higher standard company. Input masks are also available in this programme which helps erase confusion and prevents misunderstanding. By using input mask's I am also able to keep a consistent standard through my database.

To complete my database I could have used Microsoft excel but this programme does not fulfil specific requirements such as combo boxes. I didn't use this programme because of its lack of tools, which would then overall degrade my database and minimise high standards achievable within it.

I think overall the programme I used was the right decision and it sufficiently equipped me with correct tools.

### Problems:

I experienced problems with ensuring I was inputting correct data into the database as it remained hard to focus and correctly read the files.

I resolved these problems by ensuring I was fully concentrating and making sure I checked my work after completion. I also ensured Capital letters; combos and correct dates were instructed.

### Comment:

I think I produced a successful database by ensuring my work was fully



correct and used all tools and functions sufficiently. I wanted to learn how to use a business-like database and associate myself with producing one which incorporated many clients.

If I was to change something, I would try to involve a wider variety of client from my own files which were included. This would then give me a wider audience, meaning more variety. Creating an electronic database is easier than using a filing cabinet or similar. This is because an electronic database minimises human error inside the database and enables me to easily filter client's information quickly, unlike a filing cabinet. An electronic database also provides me with options to easily manoeuvre files or have them copied. It can also help with back-up files to ensure client's information is never lost. However, using an electronic database can mean higher reliability towards the computer which then provides a problem if the computer crashes. It also is easier to miss-use files on the computer. This may lead to copyright or theft as a consequence. Training may also be an issue as employees must be sure how to operate the system. If stored upon a computer, the cost of all hardware and storing tools is considerably high.

## Legal Issues:

Whilst completing my database I had to follow the Data Protection Act (1998). This act was introduced to enforce strict punishment towards frauds and copyright.

I ensured I stayed within this law by protecting files included inside the database. I also ensured my clients that information was only used for its collected purpose and would not be passed on or miss-used when in my company's possession. I will also insure client's files will be fully deleted when no longer needed therefore insuring client satisfaction.

I had to also follow the Health & Safety at Work Act (1974) whilst producing my company. This act restrains workers from damaging, harming or risking their health due to multiple hours on a computer.

By working for too long on a computer, you put yourself in danger of suffering from RSI (Repetitive Strain Injury), back strain, Eye strain and headaches. You can suffer from these injuries by working for too long on a computer or over usage on a mouse or keyboard. You may also suffer from back strain caused by sitting uncomfortably or awkwardly. Eye strain is another problem as staring at the glare of VDU (Visual Display Unit) from the computer screen can cause damage to the eyes when staring for a long amount of time. Stress can also be a big problem due to multiple hours, viruses and computer malfunctions. This act however ensures employees must provide a safe working environment, training to operate a computer sufficiently and safely. It also involves keeping an accident book and hiring a first aider. Employees also have responsibility by insuring their own safety and safety of others. They must also work in a safe manner, report accidents or incidents and follow health and safety requirements.

Another act which has to be followed is the Display Screen Directive (1992). This act is applied to ensure companies provide safe computer equipment for workers. Workers are also entitled for free eye tests paid for by the company. A company must also provide correct minimal requirements



associated with work stations, breaks and changes of activity. Companies must also be able to give employee's health and safety training. I insured my company obliged by these two acts.

To solve these issues involved within the Display Screen Directive (1992) and the Health & Safety Act (1974) companies can ensure regular breaks for consistent computer workers, change of activity to vary workers jobs. Companies can also further their support for workers by training them about health and safety issues.

### Ethical Issues:

Whilst storing client's information into my database I had to ensure I was not being ethically wrong. I had to make sure I was not miss-using client's information for fraud, blackmail or for illegal passport use. I have to also ensure I am not passing on client's information without permission to other companies, associations or business's.

To ensure I stayed within these guidelines I made sure I was treating clients information fairly by keeping it safe and not miss-using it for fraud, blackmail or theft. I also insured other workers would not treat client's information unfairly and unlawfully. I also secured clients information from being transferred or passed on to other personnel.

### Social Issues:

To socially please client's I had to correctly keep clients information to ensure ruined reputation was not apparent. I had to also dispose of all client information when succeeded company usage when put into my electronic database. By using an electronic database I am insuring quick, sufficient file management. It also means I am able to easily filter, modify and delete client files.

I am to solve the problem of keeping clients files true and respectful by insuring when entering information that it is completely correct and true. I am able to also successfully dispose of client information through the electronic database.

### Moral Issues:

I have to insure that I will not keep, pass on or copy any information received or passed out from other companies has this can include client information and is morally wrong. I also have to hold the right for clients to modify, update and view their data at any time.

These moral issues are achievable by being able exclude other company's received files and by ensuring I am not sending client information out. I can also ensure I am giving clients fair accessibility to their information and the chance to modify and view information.

### Security:

I have to make sure that all files stored within my company are fully secured. The Data Protection Act (1998) also means I have to use passwords, locks, keys etc, whilst protecting client information so it remains secure. To minimise risk of lose from paperwork; I am storing all client



information on an electronic database. I am also insuring I have sufficient backup for my files.

▲All of these issues are solvable by ensuring I use firewalls within the computer database. I can also use passwords on the electronic database to ensure maximum security. ▲Antivirus systems can also be installed to insure viruses are non-existent within my files.

I can also backup my client data and information by using external hard disks and DVD's to manage all of my clients information. I can further maximise security by keeping files away from the site.

## Task 3b: Sorting

### Problems:

Whilst completing this task I had the problem of incorrectly highlighting the wrong column, therefore the task was incomplete. I resolved this problem by revisiting the column and undoing the mistake. I then redid it and then made sure I clicked on the right section, then pressing the alphabetical button.

## Task 3c: ▲Amendments

### Software:

To complete amendments inside my client database I used Microsoft ▲Access.

I used this programme because it contained many of my already completed client information. This programme also enables me to organise and file all client information into coordinated arrangements which helps to expand, minimise or adjust the database if needed to. This software also enables me to create report cards for any specific client, if needed.

### Problems:

Whilst completing the amendments I had to ensure I was fully focused as mistakes I made in previous databases ensured me with enough experience to realise I had to concentrate. This is important as incorrect client information can relate to the Data Protection ▲Act (1998) and morale issues for the client.

I resolved this problem by ensuring I was fully focused and checking my work efficiently and effectively to minimise any human error.

### Comment:

When completing my amendments I achieved a database which incorporated correct information which insures clients remain satisfactory towards the treatment of their information. When completing this task I wanted to learn how to effectively add, remove or adjust client information inside a business database.

For this task, there is nothing possible to change if I was equipped with more time. This is because the task itself is very short and only requires additional information into the database which has been completed in re-checks etc.



## Legal Issues:

I had to follow the Data Protection Act (1998) whilst completing the amendments inside my client database. To stay within this law, I had to ensure I was achieving and holding true information about the client. This includes changing any relevant information if it has been changed, modified or had to be removed. To fully change client information sufficiently I have to ensure I am able to modify my database as soon as information is received. If I am unable to comply with the Data Protection Act (1998) then it shows an unprofessional image upon my company, therefore losing customers and the possibility of paying compensation towards the unfortunate client. I however, did not encounter any serious mistakes or unchanged information therefore showing the professionalism upon my company business.

## Social Issues:

To comply towards customer satisfaction, I have to consider social issues which could affect clients Reputation, satisfaction or needs. I can resolve this by updating client information as soon as it is accessible to the company. If I fail to update client information I can disrespect personnel reputation which may result in lose of customers and a negative, unprofessional look upon my company.

All these problems are solvable by ensuring I am updating client information as soon as it is applicable. This then ensures clients have correct information shown about them, minimising disaffection.

## Task 3d: Selective printout

### Software:

I used Microsoft Access to complete selective printouts from within my database.

This programme enables me to be able to edit option columns to successfully select a specific factor for printout. This programme also equips me with tools to expand, adjust or remove fields or client information from the database. It also enables me create queries to easily filter data and search for specific files.

	Surname	First Name	Telephone Number
►	Bajcar	Mandeep	(01623) 482009
	Barnes	Hayley	(01909) 354480
	Bostock	Sandra	(01623) 458774
	Davidson	Ellie	(01892) 836491
	Kato	Mayu	(01623) 400975
	Keane	Sarah	(01892) 830765
	Kolton	Damian	(01623) 403088
	Lali	Jasbinder	(01623) 612351
	Phillips	Rupert	(01892) 836019
	Plowright	Alan	(01623) 792456
	Rai	Barrinder	(01623) 406088
	Russon	Laura	(01909) 255381
	Thomas	Chloe	(01892) 832967
	Watson	Alison	(01909) 567120
	Williams	Andy	(01892) 832967
	*		

## Problems:

When completing my selective printout I had to ensure I was deleting the right columns, meaning I left the correct fields. I had the problem of deleting the wrong option , therefore meaning I had to repeat the process from the beginning. My doing this mistake it also meant time was being



spent on repeating something instead of completing the next task. I resolved this problem by enabling myself to concentrate and to successfully delete the right columns, meaning I could advance through the task.

### Comment:

I managed to achieve a well established selective printout by incorporating the needed columns into my printout, therefore showing I could select specific fields for view.

I wanted to find out how to successfully select specific columns from my database. I also wanted to have knowledge of how to achieve this and to be able to do it efficiently and effectively.

### Moral Issues:

Moral issues related to my selective printout may include wasting paper on unnecessary information incorporated into the piece being printed. This can include having unneeded columns in the database being added or printing too many varieties.

This problems are solvable by simply insuring I am only printing which is needed, this then reduces the waist of paper and ink.

### Security:

By printing out lose pieces of paper I am enabling them to be lost or stolen. These files contain personal and vital personal information would could lead to moral displeasure from the client. By looking after and securely storing all printed data I am insuring that the possibility or stolen or lost files is a minimum.

## Task 4a: Email response

### Software:

To complete my email response to Alison Anderson I used Microsoft Outlook, a programme specialised for email.

Microsoft Outlook was a suitable and reliable programme which can support all requirements needed to successfully complete my email response. Microsoft Outlook allows me to professionally set up a suitable email for my client whom is applicable and easy to use or manage. This programme protects me against unwanted junk mail or viruses by using an Anti-Virus Checker. A virus is a purpose built file which can interrupt files and move, delete or edit work when sent. This software enables my company to stay professional as I can solely manage my files without being interfered by unwanted virus's or junk mail. I can also set any email to high or low importance which can help to support important emails when needed.

The programme I used was sufficient enough to allow me to fully and successfully complete my set task. Other programmes I could have used, for example, Hotmail, would not sufficiently allow me to complete the task with high satisfaction or standards. Hotmail accounts often occur high virus or junk mail which can interrupt important files and disrupt existing files. I also use a hotmail account for personal use, so using it interfering with my business would be unprofessional and could disrupt files and un-affiliate important information.



## Problems:

When completing my email response, I had to ensure I was focused as I made the mistake of incorrectly typing in the email address. This could result in private information being passed out to unconfident parties, therefore being miss-used and going against The Data Protection Act (1998). By making this mistake I am endangering my companies corporate image and reputation. I could prevent this mistake by ensuring I was fully focused and by checking and revisiting my work to ensure mistakes are at a minimum.

## Comment:

I think I managed to respect my company image by ensuring my email stayed professional and morally pleasing by using appropriate language and suitable questions/answers.

I wanted to learn and achieve how to professionally answer a business linked situation to a high standard. By learning this I would be able to reply to future emails in a professional and sufficient way. If I had more time for this task I would have tried to extend my email to ensure all information was included and incorporated. I could have also included my email letterhead to promote my corporate image and to show a higher professional status.

## Legal Issues:

Whilst completing this task I had to ensure I was complying the laws of the Computer Misuse Act (1990). This law was introduced in 1990 due to the increase in computer usage. This law helps to ensure users were not hacking into other people's accounts, systems or electronic files. This law also ensures people are unable to misuse computer software, therefore enabling safe transfers and secure systems. This law also prevents people helping others to gain access to unauthorised or inaccessible information from another user. This law is helping protect users against people trying to access unauthorized computer systems which intent to commit or outtake a crime, e.g.: hacking.

Another act which is closely linked with this task is the Freedom Of Information Act (2005). This act insures I am replying to client queries within 20 days to ensure client satisfaction. I ensured I stayed within this law by ensuring I was not sending virus's within my email response which may cause annoyance or send out a bad image upon my company. I also remained legal by not containing any blackmail in my email, therefore disrespecting my client. I made sure I only used my email for the sole purpose of the email response. This means not emailing my client to try and hack into their system or software, steal or change data. I also ensured I didn't pass on any unauthorized information in my emails, going against the Data Protection Act (1998).

## Ethical Issues:

Involved in this task are many ethical issues. These may include the problem of putting people out of work due to emails being sent, not letters. This can then cause major upset as people are being ethically rejected just because my company are using computer email, instead of traditional postal



services. By using email to communicate or transfer information to other parties however, I am able to minimise transport involved within my company for postal or delivery services. This then subsequently can mean less pollution produced from my company, insuring we are highlighted as a very eco friendly organisation. As pollution and global warming are on the rise, we are ensuring we are protecting the environment by doing everything possible within my company. This comes as a very pleasing factor in the development of my business and can help to produce a successful corporate image and a satisfactory development in the prevention of pollution. Another factor introduced by minimising letter usage is the prevention of paper which will mean less cost and the reduction of overheads. This always remains pleasing as it means we are saving money within our company on sometimes unnecessary purchases. High ethical issues involved in this task can all be avoided by remaining environmentally pleasing and ensuring I am able to provide suitable solutions for factors involved such as, less paper usage, minimising unnecessary purchases and sustaining a respectful and professional corporate and company image.

### Social Issues:

Socially, I have to remain satisfactory towards viewers and clients. One factor which has to be taken into consideration is the consequence from producing less paper. This can include postal workers losing their jobs by not using letters to send out. Therefore I have to use a variety of sources to ensure I am remaining socially pleasing.

### Moral Issues:

To maintain a highly successful email response I must consider the moral issues included within the email. This may include remaining clean and professional by using non offensive language towards clients as this will cause a negative image upon my company image. I must also insure I am able to keep data accurate as inaccurate information can disrespect or humiliate clients therefore giving a negative and bad image upon my business, also resulting in a loss of customers. I have to remain clean and professional towards my clients and this includes incorporating a good image upon emails sent out. This means not blackmailing clients or asking for un-needed information as this goes against the Data Protection Act (1998). I can ensure I am not displeasing customer satisfaction by maintaining a clean, understandable and approachable email which reflects the standard of my overall company.

This can include using my logo, letterheads or specific fonts which also help to exploit my company and corporate image. The many moral issues involved in my email response can be prevented by maintaining a positive image throughout all work, therefore keeping a consistent standard which can professionalise the overall business and help to advance the company's satisfaction.

### Security:

To secure all emails being sent out from my company, I have to be able to



supply a high security network which can help to stabilise the company's information. This can include using email to minimise chances of postal mistakes, e.g.; lose of post, mistaken address. Therefore meaning customers being unsatisfied because of the companies mistakes and errors, which can also cause a loss of customers and a bad corporate image. Postal information can also be stolen, causing client information to be lost and seen by unauthorised viewers. By using email I am able to ensure I am keeping customer satisfaction as there is less risk of sent information. I have to also ensure personnel are receiving my emails, this can be done by setting up auto-response systems. ▲An advantage of using email to send out information, is that only the receiver can view the specific information. This can minimise unauthorised access but can be dangerous as virus's, pop-ups and hackers then have the opportunity to access information. Other annoyances involved in email can be the persistent receiving of pornography, racism or cyber bullying which can result in humiliation. We can prevent this by ensuring police are aware of this annoyance, but to further minimise the chance of email annoyance, I can install and use antivirus software, firewall and pop-up blockers. ▲Antivirus software works as a protection helping prevent persistent hackers, viruses or annoyance entering my computer and my database. This could result in loss of files, data being deleted and transferred or virus' being attached. ▲firewall acts as an almost 'bodyguard ' for my computer, as any incoming files are checked by my firewall to ensure I have accepted the authority for the information to enter my system. ▲Any unwanted files are simply blocked and returned by the firewall. ▲Another protection capability is the advantage of having a data encryption system. Data encryption is the process of scrambling all email message or contact phone numbers across the internet so hackers trying to intercept this information cannot interpret what is actually meant in the email. This is an advanced system but unfortunately was not used by me in my email response.

## Task 4b: Database search

### Software:

For my database search I used Microsoft access as it was equipped with all my client databases and information.

This programme also has very effective tools such as, queries, to help successfully complete the task or searching my created databases. This programme is also effective in helping to expand databases if needed and adapts well to help filter many different factors.

### Problems:

The problems I had encountered whilst adjusting the query system involved being able to correctly fill in the required fields. I had to ensure all fields were correctly filled as any mistakes would alter the whole query altogether, resulting in wrong information.

I resolved this problem by ensuring I was correctly filling in the correct fields and correct sufficiently any mistakes which had originally been operated. Knowledge of the application helped me to apply suitable phrases to the



correct fields, meaning my mistakes remained at a minimum.

### Comment:

I think I managed to ensure my database search remained correct and sufficient so it was professional and remained clean. This means no mistakes and a high standard of performance as the database remains correct and efficient to use for any scenario.

If I had more time I would ensure I was fully checking all my work and ensure everything was 'clean', and fully professional before using the database and incorporating the information from it, to my email response.

### Ethical Issues:

The ethical issues involved within my database consist of being able to fully understand customer needs and preferences as a lack of respect and professionalism can humiliate a client. If I am not respectful towards my client's needs I may concede a loss of clients and a bad reputation as a business and professional company.

I ensured these issues were not issued or a problem by making sure I was fully understanding the clients need's and redemptions. This can include the client asking to not work for a specific company as they may have bad interpretations of have been previously sacked from the company. By following simple ethical issues I can ensure my customers and clients are remaining pleased towards my company as I am respecting their needs.

### Moral Issues:

I have to ensure I am able to remain morally pleasing by keeping my data up to date, as in my amendments task. This can include involving 'old' clients inside my database which can mean they are wrongly put into the database search at future situations.

I can resolve these problems by ensuring I am consistently updating my database to ensure client information is remaining correct and up to date. This can further help to satisfy customer needs and adds to the professionalism and cleanliness towards my company business.

## Task 4c: Mail Merge

### Software:



For my mail merge I used the programme Microsoft Word.

This programme is suitable for my task as it supplies many tools which help to professionalize and establish a high quality email.

This programme equips me with the justification tool. ▲ tool which can help align all my text professionally as they remain more pleasing to the eye by having neat and straight lines. ▲ justification tool is useful for my email as it enables me to fully professionalize my email, improving my company image as a high standard business. Microsoft Word also enables me to use mail merge, a tool which can help me to minimise the repetition of my email. This tool imports email addresses from my queried database into Microsoft

word to support all information required in business linked emails or letters. This can help to minimise human mistake within my letters and to quicken my business' reply towards customers, therefore complying with the Freedom Of Information Act (2005). ▲Another tool Microsoft Word equips me with is the printed watermark tool. This can help to emerge important information behind my text, to ensure viewers can realise the importance of the letter. This tool is helpful as it helps towards to professional aspect towards my company and can help to support the needs for my business regarding important emails. Word Count is an available tool within my programme, this can help me to realise if my letter is too long, too short or requires more attention. By using this tool, I am able to understand customer needs and establish a high satisfactory standard for clients and viewers. ▲Another tool I can use is the readability test. This test issues statements regarding the appropriateness of the letter, by stating the recommended age rating. I can also use line spacing, which can help to space out my text which can add to the aesthetical standard of my letter. By using this it can also add to the professionalism of my letter and reflect my corporate image. By using my letterhead I am able to reflect and incorporate my company image which can help to further advertise and include my corporate image. By having a date and time tool, I am able to automatically change the date on my letter, therefore keeping the letter up to date and applicable. This can also minimise human mistake and error, maximising the company's sufficiency. Microsoft Word is also equipped with spell check to enhance the quality of the letter and minimise any mistakes which may occur, which then may reflect a bad image upon my company. In the software I am also able to adapt and originate my letter by including my own font, colour and margin difference.

I believe the software was the best possible option as it incorporates a vast





majority of advances tools. I could have used Microsoft Publisher but this programme does not obtain various tools such as, Readability Test, Mail Merge, Word Count or my letterhead, which was also created in Microsoft Word, the same programme used for this task.

## Problems:

The problems I experienced whilst completing my mail merge in Microsoft Word, consisted of not being able to sufficiently complete the mail merge by transferring my files from my client database.

I resolved this problem by using my own knowledge and by being shown how to complete the mail merge. To successfully complete a mail merge you must first enable the mail merge tool by going to view, toolbars and then by selecting mail merge. This process will then enter the mail merge tool, enabling me to now merge data from my client database. Once the tool is functional you can then use the ' Open Data Source ' operation to search for the required data. This can be very useful as it can minimise time and help to establish a highly functionally company.

## Comment:

I think I managed to achieve a successful mail system by incorporating the needed tools which help to establish a highly professional standard within my company.

I wanted to learn how to successfully complete a mail merge on Microsoft word and to be able to import client information which may be used in a real life scenario.

The software I used was Microsoft word and Mail merge, which both enabled me to complete this task with a high standard. These programmes are perfectly suited to help achieve this task and can help to establish a professional, clean and informative letter.

If I had more time I would thoroughly check through my work to ensure it was at a professionally high standard. This would then improve my work and further add to the standard and professionalism of my letter.

## Ethical Issues:

Whilst completing this task, I had to ensure I was updating my client database in my amendments to comply with the changed addresses of existing or new clients. If I made this unprofessional mistake I could be sending out client information to unauthorized viewers which can then lead to blackmail, fraud or a bad corporate image upon my company. I must also ensure I am thoroughly checking all my emails to ensure they are complying with my companies standards and are informing clients of all needed information. My letters which are sent out must remain consistent amongst the companies advert sable range. This means my work is remaining consistent and coherent towards other pieces of work which can then show professionalism and promote my corporate image.

I ensured I was remaining ethically pleasing by satisfying customer needs, such as, true information, correct addresses in my client database and to be able to fully supply any needs for my client.



## Social Issues:

Whilst completing the mail merge I must ensure I am understanding that my clients are not receiving a personal letter, lowering their importance and causing maybe unnecessary conflict. By using mail merge instead of phone or hand written letters, I continue to impersonalize my clients letters which may become socially unpleasing. I can ensure my clients remain satisfactory by making my mail merged letters as approachable and personal as possible whilst still approaching a wide audience. I can remain socially pleasing by ensuring my letters include no small print which may confuse or cause misunderstanding towards my customers, which can also have an overall negative image upon the company.

▲ As a successful business I must also ensure I am able to attract a variety of audiences, including blind people or visually impaired clients. I can minimise the loss of customers by attracting all varied clients by introducing brail into my letters or by simplifying the language used in the letter. This can also be done by using a readability check to ensure I am aiming at a wide audience for all audiences and all literacy levels.

By using letters to communicate to my clients, I am able to promote my corporate image my incorporating it into my letters as letterheads, company colours and the font used which can be used all over the company's products to show consistency. ▲ Also, by using letters to communicate with clients I am able to introduce a unforgettable message which will remain noticeable towards the client, instead of communicating verbally. This can also help to reiterate the letters importance, what's on the letter, and the logo, colours and fonts used in the letter to help promote my company's image. The problem with letter communications however can mean clients may assume they are receiving junk mail which can mean important information is being dismissed due to a lack of importance. I can reduce the chances of this by issuing a high importance onto the letter or by clearly showing the purpose, to ensure clients are fully aware of the letters status.

## Moral Issues:

Morally, I have to comply within the business' needs by minimising time loss, this can mean using mail merge to ensure I am not wasting time filling in clients address' in every separate letter. This means I can spend valuable time on more important or interesting issues such as adding more detail into the letter to ensure it is up to the highest standard. By communicating through sent letters, I am issuing costs to my business by having to pay for postage for my clients. This issue can also increase overheads, altogether wasting paper. I can minimise this loss by ensuring I am keeping client information correct to insure I am not making any mistakes which will cost more paper to repeat and fix.

▲ A positive factor towards my lettering communication can include increasing available postal worker positions which can help to morally satisfy employee's. These postal workers may also be able to associate themselves or being involved within my company and can help to promote my overall mood and corporate image.



I can also support clients needs by establishing a lettering system which ensures clients without email address are not being withdrawn or uncategorized. This can then help to establish a strong connection between the company and my clients to ensure they are remaining morally pleased and can assume the company interacts effectively and sufficiently to leave them feeling pleased. This system of communication however can also waste paper, maximising costs and providing a low economic solution.

## Legal Issues:

When complying my mail merge I must ensure I am remaining satisfactory towards the rules from the Sex Discrimination Act 1975. When following this act I am ensuring I am treating all clients with the correct respect and information, meaning male and female clients are treated as one. This will then show a positive and respectful theme upon the company which can reflect an attractive and approachable company. I must also follow the Equal Pay Act 1983, which reflects the payout I am providing to clients. This will then minimise conflicts as to client's wages and can insure I am respectful towards all my clients. These acts are both solvable by ensuring I simply follow their rules and introduce and comply them into my business.

## Security:

To ensure I am able to provide a sustainable security service for my clients I have to minimise risk of letters being lost or miss-posted. This may cause distress or lack of corresponding information between the business and our clients, which may overall decline our image without it being our fault. I can minimise this risk by changing the type of communication I am using to phone or email. These possibilities do come with negative issues but can provide a more personal, in-depth and safer solution compared to letters. By communicating by phone I am able to easily interact with the client, minimising the chance of them ignoring company letters and by giving them the possibility of asking questions at a sufficient time.

Another problem which may be caused by the companies lettering system is the chance of the letters being picked up by unauthorized viewers inside the recipients household. This can cause information to be misinterpreted or not received by the correct authorized client, declining the companies' image and reliability.

## Task 5a: Report

### Software:

I used Microsoft Word to complete my report, accompanied by Excel for specific tasks. Using this combination of software enabled me to fully supplement the needs of my report, and enables me to transfer work from programme to programme.

This programmes both supported my report with numerous tools which could help to supplement the reports needs and uses, such as graphs and tables. Microsoft Excel equipped me with tools to create graphs. To do this I

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can fill in information from my database, then convert the information into a graph which is also able to be accustomed according to my liking. For example, I was able to change the graphs colours to my companies corporate image and colours to show a professional and consist look throughout my company's work. I can also make a table with the inserted data by imbedding borders around the information. Microsoft Excel enabled me to import my work into Microsoft word so I was able to easily emerge to forms of presentations for my report. This then helped to support my text with statistics shown in the table and graph.

Microsoft Word equipped me with many tools which helped me to achieve a professional report for Amanda Barfoot. With Microsoft Word I am able to justify all text to form a neat, professional look which will attract the reader. Both Word and Excel can export and import files which can help to supplement the two programmes into one when completing my report. With this programme I am also able to spell check, use a variety of fonts to help show consistence between each task and it helps me to paragraph specific topics within the report.

I feel I used to appropriate combination of programmes as they fully support everything needed in my report. Any other programme, e.g. PowerPoint, would only degrade the overall look, sufficiently and content of the report as the restrictions in tools would prevent me from achieving a professional and fulfilled report.

## Problems:

When completing the report for Amanda Barfoot I experienced numerous problems within my letter which deteriorated the quality of the presentation. This included the graph disrupting the layout of my text, which decreases the presentational assets of my report. I resolved this problem by using the text wrapping tool, located in the drawing section on Microsoft Word, to help structure the text around the graph. This can help to produce an attractive appearance for the report, which, before even being read can establish a positive mood towards the viewer, reflecting the company. I also had to overcome the problem of having irregular margins for my text. This also unbalanced the layout of the report and degraded the appearance. I managed to prevent this problem by fixing the margin thickness of the text. This, accompanied by minimising the text, helped to fit in all my work onto one page, and further helped to show an attractive report.

## Comment:

Whilst completing my report I thought I managed to achieve an informative letter which included all necessary requirements such as graphs, tables and an overall conclusion of the progress of specific job vacancies.

I wanted to learn from this task how to effectively communicate towards a client with an informative letter, including statistics and many presentational devices. Whilst doing this task, I am also associating with many tools within the used programme which I can then use as experience for future tasks.

By using Microsoft Word for my report towards Amanda Barfoot, I was able to define an informative presentation, whilst being supported by many tools



from the programme. This individual programme equipped with tools such as justification, readability check, fonts, importing pictures, which all combine to help ensure my report is to a highly attractive, informative and well presented format.

If I had more time for this task I would further ensure it includes all necessary detail and requirements within its content. I would also ensure I have minimised any minor mistakes which may degrade the presentational assets for my report, such as not justifying the text or having graphs disrupt the text's layout.

## Ethical Issues:

To ensure my report remains ethically pleasing I must ensure I am able to provide up-to-date statistics which reflect the company's sufficiency and consistent knowledge of clients and related issues. If my data remains false or inaccurate I can cause distress upon my clients, which overall will reflect the company's standards, negatively. I can ensure this does not happen by communicating regularly towards clients and ensuring they understand how to communicate towards the company if they were to need to change their details. This can then further have a positive impact upon the client as they feel the company is approachable and reasonable, whilst still providing a professional outcome which helps to support clients needs.

To further provide a professional company and experience for clients, I can also proof read all completed reports to ensure human error is at a minimum. If errors are experienced by the companies clients, we will risk showing a highly unprofessional standard throughout the company, which may consequently mean losing clients due to dissatisfaction. By proof reading all work I can also ensure I am remaining accurate with clients details, company policies and client instructions, which, if wrong, could all immediately cause misinterpretations for the clients.

To further ensure my report remains effective I have to assure readers that it remains suitable for all abilities, therefore not discriminating clients and attracting a wider audience. I can resolve this issue by running a readability check upon the report. Another response a readability check can ensure is the formality of the report. This can be useful to see what audience I am targeting and what may need to be changed to further associate my report towards targeted clients.

I am also putting my report onto the internet, therefore enabling it to be viewed by an infinitive amount of viewers. By risking this process, I must now further ensure it remains inoffensive towards any religion, viewer, race or community. Any mishaps in the report can negatively reflect the companies ethical capabilities. This report is also accessible to be copied by viewers which may cause confidential information being leaked to other companies. This can cause distress but the appropriate viewer as their work is being wrongly spread, and it can also cause a light-hearted mood upon my company, negatively effecting the companies professionalism.

## Social Issues:

▲ social problem which may occur within my report can be the



misunderstanding or misinterpretation of the graph or table on the report. I can resolve this problem by ensuring these sources remain as clear and understandable as possible, whilst still incorporating high amounts of information within them. I can do this by ensuring the colours used are not conflicting the colour or type of font, therefore making it easier to read. I can also minimise any unnecessary text or information in the graph or table to ensure confusion or misunderstanding is at a minimum. This can mean not including definite amounts of employee's in the graph, which is a un-needed fact.

By posting this report upon the internet and providing it for Amanda Barfoot I am not ensuring they have full satisfaction or understanding of the report. This may cause a lot of misinterpretations, leading to stress and loss of money in trying to resolve any problems. This report is a written source so, unlike a phone call, I am unable to know their response or understanding of the report. I can resolve this by ensuring the report is fully understandable and includes valid information which is easily readable by any viewer.

However, this report can help to establish a connection between viewers and the companies image. By including my corporate into my report I am able to promote my companies image and logo which can then ensure the viewer/client will remember and possibly reuse the company as they can easily relate the colours to the company.

### Moral Issues:

I can widely publish my report upon the internet making it a lot easier for clients to access. This means everybody who has access to the internet is able to identify and view my report, giving them satisfaction as it is now a lot easier for them to access it without having any hassle to search or purchase the report. By using this method I am ensuring I am remaining morally pleasing whilst still minimising printing costs, further increasing funds in the company.

This method can provide a highly visible source from my company which can attract viewers and can help to relate viewers to my company. However, this can cause viewers to possibly copy my companies ethics and statistics which can degrade my approach to clients compared to other companies.

### Legal Issues:

When completing my report I had to ensure I was following the Data Protection Act (1998). This act helps to secure clients information, especially as it is being produced onto the internet. I can ensure I am abiding by this law by writing in a more general form. This means I am not specifically identifying clients, but talking about them in general, therefore minimising the need to include their personal data.

I had to also ensure I was following the Trade Description Act (1968). This act was put in place in 1968 to ensure companies were not displaying false allocations related to their company. This then helps to support the viewer or client as they are not misled by false information or incorrect statistics.

I followed this law by including true statistics which were taken from a wide source to prove the facts are reliable and valid. I also ensured all



information was correct and sufficient to the viewer and did not include any complications such as including wrong email addresses and changing the companies location. All this needs to be acknowledged when completing the report as the work is being published onto the internet, available for any source.

## Security:

Before publishing the report onto the internet, I must ensure all security issues have been checked and fulfilled. This includes stabilising the reports usage as users may be able to manipulate or change the data used in the report. Examples of this problem have been seen on sites such as Wikipedia where viewers have the control to change statistics which are shown on the website. This can cause misinterpretation for the customers and can minimise my companies clients as information may be changed to distract or remove clients attraction for the company. I can resolve this problem however by ensuring viewers are unable to copy or alter the reports contents. This can be done by removing the copy tool when a viewer would right click on the report.

I must also ensure my report has been fully approved and notified of by Amanda Barfoot before being published onto the internet. If I am unable to achieve an approved report, which is to be placed on my website, then I am endangering clients jobs or available employee's entering the company. My report therefore has to be kept confidential, with approval from Amanda Barfoot, to ensure no errors in statistics or data are included.

## Task 5b: Advertisement

### Software:

I used Adobe Fireworks to complete my advertisement for my recruitment agency.

I used this programme as it supplied me with many tools which may not have been available if I had chosen Adobe Photoshop. Fireworks is able to equip me with tools such as canvas size. This tool will appear when choosing a new document and can help to adjust the canvas to my required setting. This can also help to change the background colour to transparent, white or custom. This programme also has a basic text tool and facilities which can help to promote my corporate image across the advertisement through colours, fonts and layouts. Adobe Fireworks is also a programme which allows me to import files from the internet, my documents or from copying and pasting. Fireworks has many effect tools which help to manipulate chosen sources or edit images and text. These tools consist of the cropping tool, which helps to remove chosen parts of an image to form a required visual form. This tool is useful for specifically locating important parts of an image and extracting them from any unnecessary parts of the image. Once cropped, the image also then looks original as it has been taken from a picture and accustomed to the persons liking. With this programme I am also able to import required files such as my logo. This can help to minimise time loss in redoing my logo. With created visual sources such as transparent backgrounds, I am able to rotate, blur,



burn or dodge them to my liking. This custom setting can help to personalise any advertisement made in Fireworks and helps to achieve a high profile, professional image.

Fireworks was a suitable choice as it equips me with sufficient tools which can help to achieve a professional and attractable advertisement.

Using programmes such as Photoshop would not allow me to establish a successful advertisement as it only incorporates a minimum of tools such as reinacting most of Fireworks' facilities with less quality. I also have vast experience using Adobe Fireworks making it easier and more effective for my chosen task.

## Problems:

I witnessed many problems whilst completing my advertisement. The problems I encountered included having overlapping layers within the various items in the advert. This then caused the appearance to deteriorate as unorganised layers meant it looked messy and hard to understand. I resolved this problem by organising the layers in the programmes system to identify all background images and send them to the back. I then approached the advert by seeing what would overlap what. By using this method I was then able to succeed in producing a professional and understandable advert. Others problems experienced in the task included creating specific designs or text effects, for example, to create a transparent box for my writing I had to add an effect onto a chosen rectangle.

All of my problems were resolved however by experience or by systematically going through the problem to acquire a decent solution.

## Comment:

I think I managed to achieve a professional advert which could attract viewers into my company and provide them with information related to my companies ethics and moral standards. I did this by incorporating simple colours and designs to ensure I was not overdoing the adverts image and ensured a pleasant visual effect.

I wanted to create an advertisement for my company which can then be placed into all kind of scenarios which will then help to attract viewers to my organisation. By doing this I am able to apply my knowledge of Adobe Fireworks whilst creating the advert which is another factor I wanted to get out of the task.

The software I used enabled me to complete this task as it included sufficient tools to help acquire an attractive advertisement. By using Adobe Fireworks I was able to achieve a professional advert which could be associated with my company by including company logos and colours.





If I had more time I would perhaps produce another advert but aim it at another audience. This can attract a wider audience and population but may cause confusion between more than one advert being produced. I could also try to include a wider aimed audience into one single advert, attracting a wide audience but not being so specific or personal.

## Ethical Issues:

Whilst publishing my advertisement I must ensure I am using a reliable and respectful newspaper which is able to successfully portray my companies standards and professionalism in an appropriate manor. By using papers such as The Times, Daily Telegraph or Daily Mail, I am portraying a higher class, professional advert as these papers tend to avoid gossip, rumours and celebrity news and focus on financial, global issues. This will then narrow down my audience to people who buy these papers. If I was to choose a higher class paper I may be attracting a more successful audience but may also be targeting older people into the business as these papers are generally read by over 30s. This would be a negative factor as I would need a range of audiences in my client database. Papers such as The Sun, Mirror, Daily Star, are all associated with the lower class and more social, gossipy audience. These papers can also portray a more unprofessional look upon my company as ,visually, then tend to use bright colours, drawings and various texts. This may be attractive but can make the paper and my company look unprofessional and a waste of time or effort. If I am to acquire a successful range of audiences I would put my advert into one of England's more successful broadsheet, Daily Telegraph. My advert must portray a professional image to attract and assure viewers to join my business. I can do this by using quotes, statistics or persuasive language to ensure they are fully convinced of my companies reliability and assurance. In my advert I must also ensure all information is true and believable. Any false allocations can degrade my companies image and can decrease the attractiveness and reliability of my companies ethics. I can ensure I am not decreasing my customers by including true statistics into the advert and by visually showing a pleasing advert with colours which show a professional, informative corporation which can be relied on. The colours I have used provide the viewer with a sense of modern, environmental standards in the company as I have used dark green and the image of a sky to show the versatility and professionalism in the business.

## Social Issues:

As I have recently changed my logo, I must ensure all customers and viewers are able to distinguish the new corporate image. This can be done by informing the viewers of the change with text and visual adverts but can also be done by communicating through company emails, phone calls or through mouth.

By using a wide range of advertisements I am able to ensure viewers of any change apparent within my company. This can provide them with a sense of personal involvement in the company as all details are being explained and provided for them. By also using a wide range of advertisement I am attracting audiences on a much wider scale to ensure all possible



candidates are being attracted. This can help to achieve a successful company and can quickly fill up the client database, also helping people to relate my corporate image to my company as more people are able to spread the word and associate themselves with my business. With the range of advertisement attracting a vast wide audience, I am also enabling my corporate image to be exploited into the public as it is being produced and visualised everywhere.

### Moral Issues:

When completing my advert I must ensure I am targeting a wide range of audience which includes all genders, social groups, age and ability. If I am unable to provide an aimed advertisement as a variety of audiences it may reflect a negative image upon my company. Viewers may feel I am leaving out any possible clients, which may overall affect the targeted clients as well. I can resolve this by insuring all advertisements are non-biased and aimed a vast audience to ensure viewers will remain morally pleased and respond in a positive manor when notified of my company.

### Legal Issues:

There are numerous acts which must be taken into consideration when I am creating and publishing my advertisement. I must ensure I am following the Trade Description Act (1968), which protects viewers from the information which is being provided, ensuring all statements are true, reliable and offerable. This act is in place to ensure all adverts publish true information, in relation to claims, offers and company policies. Any false allegations can cause misunderstanding or distress through the clients as they feel they are being wrongly promised various offers or information.

I must also follow the Sex Discrimination Act (1975) which protects all genders when advertisements are published. This must be considered when producing my advert as inappropriate sexism towards a gender can result in an unprofessional look upon my company and can cause huge distress or unsatisfactory towards my clients. I can minimise the inappropriate use of this law by using neutral colours in my design. I can also use examples with both genders to show an equal quantity of clients within my database. By doing this I am also attracting a wide audience and portraying a positive image upon my company. Another related act is the Race Relations Act (2000). Like the Sex Discrimination Act, this act is put in place to protect peoples religion, colour or ethical beliefs being unfairly targeted from others. I can prevent this by ensuring a whole population is treated as a whole and include neutral, unbiased comments, colours and designs which reflect a multi-cultural environment amongst my business. This, overall, will then lead to a higher audience being attracted and can, whilst still abiding by the law, attract more clients to my database, providing a higher profit.

The Disability Discrimination Act (1995) was put in place to protect impaired audiences from being neglected or unfairly rejected from the overall population. Learning difficulties or mental health problems can also be targeted in the discrimination. I can prevent this by ensuring every audience is targeted and rejection is not a problem in my advertisement or overall company/corporate image.



## Task 6a: Internet Search

### Software:

I used Internet Explorer to complete my internet search for local businesses. I used this programme as it is a reliable access to the internet. This programme also has many help tips and support whilst online to help supplement its search engines, etc.

Other programmes I could have used included Firefox, Google Chrome, Safari and the possibility of using a mobile phone. As today's technology improves, we are able to access the internet with different variations such as phones and iPhones. With these options taken into consideration, Internet Explorer provided me with an easy to use, reliable and sufficient programme for my search without having to have experience with the use of a mobile phone.

### Problems:

The problems I experienced included having a slow connection for my internet. This can cause a delay in the process. This problem is apparent due to either a high use of internet users in my area, meaning the server takes longer to reach all users, or a weak internet connection to a modem. When I have experienced this problem the only way I can personally resolve it is by remaining patient and relying on support to help support the servers internet connection.

### Comment:

I wanted to find out the local competition I faced in the recruitment industry in a local radius of my corporation. With this knowledge I could then assess local audiences and targets from businesses which can help to ensure my business will remain the more effective and populated in the recruitment market.

By using Internet explorer I was able to easily access yell.com to help search for local businesses. This access can then help me to produce a sufficient company which can compete with local competition thanks to my programme use.

I could also use a wide range of websites to search for local recruitment businesses as all companies may not be included inside the yell.com database. By using a variety of websites I would be able to achieve a wide census for my companies knowledge of local competition.

### Ethical Issues:

As I am searching for local competition, I must ensure I am not interacting with companies in a negative way. By using secure sites I can ensure all company information is sufficient and reliable. By searching for competition I must ensure I am not being offensive towards their ethical and moral standards, for example, disrupting their potential staff by interacting with the company in a needless fashion. #

As I am using the internet, I am relying on reliable sources to provide me with my required information. Unofficial sites or biased sites can provide me with false information, which can lead me to false allegations regarding



companies information. Some sites might also only publish popular or favourite companies in the search results. This can mean I am minimising my search and can be mislead from local company competition.

### Moral Issues:

When searching for required sites or searches I must ensure I am minimising the chance of unwanted pop-ups or add-ons. This may include gambling, pornography or unrelated statistics which can manipulate the uses of the needed websites.

As the government are willingly controlling our advertisements, we are being uncontrollably screened to unnoticed information as the government do not control internet sources. This can result in needless information posted onto the internet and can deteriorate the outcome of my searches. By having a free range of sources onto the internet people are able to easily manipulate our views on certain topics. Websites can produce limited information and can provide us with false allegations about company information, going against the Trade Description Act (1968).

I can minimise this by realistically viewing correct information and using reliable search engines.

### Security:

As I am using the internet I must ensure I am viewing appropriate information through my searches. I can minimise the chance of inappropriate content appearing by using ant-virus software such as Norton's anti-virus system. This can ensure malicious or unauthorised information is not accessed.

To stop people hacking into my computer I can install firewalls which will filter and block any attempted hackers. This is essential to ensure my internet connection remains sufficient and I am able to securely access appropriate information for my search.

## Task 6b: Website

### Software:



For my website I decided to use Macromedia Dreamweaver.

I used this programme as it offers a diverse range of tools which help to produce an easily usable website which can be used through all abilities to help attract a higher populated audience.

This programme includes many technical tools which help to display and structure my website in a

tidy, professional manner. This programme can offer me a table tool. ▲ tool in which I am able to easily structure my components without unwanted lines being displayed. I used this table tool to easily structure my work and to help display and organise flash buttons, images, text and titles. These tables also help me with consistency throughout my website as I can repeat the table layouts through each page. ▲ Another tool I can use is a rollover image, a tool which changes a selected image when the cursor is over it. This tool functions well as a visual source for viewers and can help show more than one image in a smaller space, improving the overall appearance and organisation of a page.

Dreamweaver also offers Flash buttons to help link pages together to improve customers ability to easily stream through my website. This tool is especially helpful as it also includes a choice of customisation when applying buttons and can help with the overall appearance of the page. This tool also helps for easy use for the user as they are reasonably simple to use and apply and can help to show professionalism and sufficiency throughout the website.

I also used the ▲ Anchor tool. This tool enabled me to navigate through different parts of a single page. This can be useful for the user to be able to easily manoeuvre throughout the page and can minimise the chances of confusion or frustration. This simple tool can help indicate my company's professionalism and helpful standards towards clients.

With this programme I was also able to import images which helped to supply a visually pleasing web page and can help to attract, inform and communicate with the viewer.

By using Macromedia Dreamweaver, I am also able to create flash buttons. This tool enables me to visually compliment by work as it means I am able to use for creative buttons compared to standard text font. I am also able to edit and manoeuvre html codes within the website. This ability enables me to introduce hit counters and marquee/page codes which help to professionalise my website. Within my website I used the html design view on occasions to allocate certain sections and modify them more easily.

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However, one disadvantage I witnessed was on my report page where my navigation buttons were not aligned. I therefore had to change the html code to solve the problem but this took time and precision. Using Dreamweaver also enables me to keep my website open to links and various sources. This can help to give the viewer easy access to appropriate resources and can help to show the commitment, efficiency and professionalism towards my company. I therefore used a hyperlink on my contact page to give the viewer a easier view on my map through Google maps. I also used this tool when describing my associated sponsors, producing a hyperlink on each image to take you to the website.

I feel I used an appropriate programme for my website as it fully allowed me establish a professional website which incorporated many tools and sources. Macromedia Dreamweaver wasn't the only programme I could have used as Microsoft FrontPage and even Microsoft Word are programmes which allow me to produce a website. However, I did not use these programmes as Macromedia Dreamweaver varied in tools, adaption and I was able to ask for support from my teacher and use previous knowledge whilst using the programme.

## Problems:

I witnessed many problems whilst producing my website. These numerous problems caused me to take longer in completing my website, and also to ask for support from teachers and staff throughout the process. Using tables within Dreamweaver meant I had to incorporate my website around a format. This gave me many problems as the table would reconstruct after any image was input. This meant consistent tampering with the table was necessary which cost me time, overall meaning I had to leave less time on appearance etc. Another problem I encountered was an unknown sequence on the codes associated with my website. I designed my website using the design view, however, I could have used the code view which uses different symbols and sequences to resemble every part of my website such as font's, characters and images. By using codes I am able to technically see what has gone wrong from the design view and correct it using the code view. However, I witnessed a problem in the design view which meant the table would not go up to the top of the page. I therefore asked for assistance and then looked at the codes view. The technician could not find the fault in the codes, meaning I could not fix the problem.

I also tried to incorporate graphics from other tasks into my website design to show consistency throughout my company. This therefore meant I had to manage the tables movement and disruption throughout the text's and images already on the page. This also took me along time but I eventually managed to self-consciously alter the table after every added graphic. This could still have been a problem as Dreamweaver differs its appearance when you view it from online. This meant my work would change whenever I pressed F12, to view it as a webpage, from my created version on Dreamweaver. Therefore I had to continuously check my website online to ensure its appearance was reflecting the appearance on Dreamweaver.

I also had problems with the arrangement of my navigation buttons. They



frequently changed their order which meant my website was not showing consistency and professionalism.

To resolve this problem, and all the others, I either asked for assistance from my teacher or technician, or was able to take my time and sort out the problem by reassessing what I had done and ensuring it was the right way to import the graphic or text which I was working on.

### Comment:

I think I managed to complete a professional website which showed consistency and accessibility throughout the 4 pages. I tried to incorporate as much related images as possible to indicate the themes and colours of my company which can help promote my corporate image. I think I was also able to resemble a 'normal' website which could have been published into the real world and seen as a respectable, professional and accessible website. I also feel I was able to understand how to actually complete a website, including how to incorporate hyperlinks, rollover images and navigational buttons which are all associated with everyday websites. This can then help to me to understand how any website is made and to realise and understand how a website was created from scratch.

From creating a website, I wanted to learn how to produce a professional, creative and original website which could be published on the internet and recognised as a respectable website for users. I also wanted to learn how to incorporate recognised tools into my website which could help to highlight the professionalism and attractiveness of my website. Tools such as navigation buttons, hyperlinks, hit counters and marquee codes are all known to be a common component of any website so I wanted to learn how to incorporate this into my own website.

Adobe Dreamweaver allowed me to use many tools which are associated with published websites. This then meant I was able to complete a website which looked as professional and consistent as any other website. Dreamweaver has tools such as navigation buttons, marquee codes, registration buttons such as text boxes and drop down boxes, as well as the ability to import graphics. These tools can therefore help to promote my corporate image as well as improve the overall look of my website to allow it to look as kinetically pleasing as possible.

If I had more time I would try to incorporate more relevant graphics would could be related to, and associated with, my corporate image. This could then ensure my website was promoting my corporate image as much as possible and I could ensure viewers were acknowledged of my company colours, logo's and morale's. If I had more time I could also try and re-structure my website to ensure it is as easily accessible as possible, as well as being visually pleasing and easy on the eye to attract viewers and highlight my website/company to any other rival recruitment agencies.

### Ethical Issues:

Whilst producing my website I have to ensure I am remaining ethically pleasing as my clients are the main priority to ensure I am able to attract a higher audience. Whilst producing a website I am therefore minimising the use of human-based attraction to draw in my clients. This means less staff



are needed to work as receptionists or similar jobs as all communications and marketing programmes are being produced by computer, therefore maximising the usage of email and databases, and minimising the use of phone calls and real life interactions, such as face-to-face conversations. Altogether, this can then mean I am minimising the need for staff, as only computer-based work is needed to help function my company. This may cause ethical issues as a small minority can relate themselves as working for my company, meaning I am risking the possibility of attracting a higher audience.

If I am basing my company amongst computers then I am therefore accessing my company to recruit computer technicians to help run the business. This then means I am able to attract a different kind of audience which may be of higher ability, overall promoting my corporate image and advancing my companies standards.

Using the computer as a main communication system can mean I am having to assume my clients are able to trust my company as they have to concede their personal details over the internet, meaning their details could be seen by intruders. I can ensure I am maintaining a high security with my client's details by incorporating firewall protection and complying with the data protection act. This then ensures I am able to securely keep client's' personal data as well as produce a strong communication between them by ensuring their data is safe, building up trust between us and them.

In order to further attract client's to my company I have to ensure I am producing an attractive website which can easily relate to customer needs and opinions to ensure they are positive they have joined the 'best' recruitment agency for them. I have further done this by focusing upon the more populated industries in business to ensure I am focusing on a higher audience. Furthering this, I can also express my companies' morals through my website in a professional, accessible and attractive methods which can help show my companies professionalism, as well as promoting my corporate image.

Compiling with my recruiting staff, I can also allow jobs for personnel to update my website. This ensures the viewers are fully aware of any change about the company, such as change in location or telephone number. This can help to involve client's relationship with my company as they can feel involved and important as any change in my company is immediately published for viewers upon the internet, one of the worlds most accessible and popular communications.

I can minimise my companies cost's by using computers as a main form of communication as I am able to rely on a singular building to run the business. This means I am not wasting time and money on other foundations to communicate to local clients, as I am able to supply a demand throughout the country from a single building, by communicating through computers. Relying this heavily on computers however can mean by whole company can become stationary if a computer system was to crash or files deleted. This then means I have to ensure I have backups for every database and ensure I am equipping all computers with firewalls,



passwords and by also using modern computers. By also communicating through computer resources, I am minimising the need for letters or phone calls, which can mean I am saving money on paper, ink and postage. However, letters and phone calls have become a traditional method to communicate; meaning clients will be more associated with this method. Therefore I will have to ensure I am acknowledging clients of my company's way of communication.

## Social Issues:

Whilst producing my website I had to ensure I was being socially pleasing towards my clients to show an attractive, accessible and formal company which can help to attract a higher audience. To ensure I was compiling with client's needs, I have to ensure I was able to contact them in more ways than one. By incorporating my registration form on my website, I am showing only one possibility for client's to join my company. Therefore I have to be aware that they may not be able to access this source as they may not have access, be unable to operate a computer appropriately or just may find it difficult to complete the form. Alternately, this method can improve standards, time and costs as I will not have to print as many copies. However, I will have to provide an alternative for client's who wish to join my client database. Methods such as letters, phone calls and door-to-door communications help to involve my audience and can help to promote my company by showing different communicational sources. By choosing to provide a registration form through the internet, I may be avoiding poorer clients, as they may not have access to a computer. This may be beneficial as often the richer audiences are of higher ability, but I can also be discriminating other clients who may have disabilities or have problems with their wealth. I therefore have to further improve my communications to provide a wider, safer and easier source towards all clients. I am also therefore following the Disability Discrimination Act (1995), helping to show my companies social commitments, and show a higher level of professionalism.

Another advantage of using the internet as a source of communication is the constant opportunity for people to have access to my company, without me having to employ people to work at opening hours. This then means people are able to communicate with my company at their own time, giving them a sense of relaxation, commitment and shows that my company's ethics are purely focused on customer satisfaction. The internet offers a diverse way of communicating, but can also mean I am risking customer's satisfaction for a more personal response. They are having to contact, reply and get informed by a computer, meaning they are totally reliable on the system and are not experienced with expression or enthusiasm from my company. I can change this by offering a wide range of communications such as telephone, meetings and door-to-door conversations. This helps to show my company's diversity and can also ensure my company remains original, informative and imaginative through its communicational sources.

I must also ensure I am able to provide a more personalised



communication with client's as constant contact through the internet or not face-to-face conversations is possibly causing a friction or impersonalized response to client's needs. Again, I can change this by ensuring I am offering a wide range of communications which help to produce a positive image upon the company and overall help the society become a more populated, personal and interactive place. Society nowadays is very much dependent upon technology, the internet and constant pressure from news and the media. Relying so much on the internet to give us information, opinions and opportunities can force huge problems. If systems are to crash or freeze we are then inadequate to support clients or improve the company's standards. In the other hand, relying on the internet can improve the standard and speed of communications and everyday life. We are able to communicate to the other side of the world in a couple of seconds that can therefore help to improve society and promotes contact with other countries. Using the internet for my company can therefore mean I am open to a higher audience and can associate my company with the modern world. This communication with other countries and cultures can improve society, overall improving standards. This may however cause friction, as we are totally dependent on the internet for our source. When we therefore communicate in the real world we may witness friction or disagreement as there is a growing gap from reality and the internet's perception.

The internet also incorporates other businesses in the same position as I am. Therefore I am open to competition, improving my company's standards but also meaning I must ensure I am on top, maximising stress and pressure. Keeping up with competition, I must also ensure my website is up-to-date and valid, therefore I can hire staff to help manage the website which is socially pleasing as its creating jobs and opportunities.

## Moral Issues:

When producing my website, I had to ensure I was respecting my client's views, opinions and information. This therefore means I must be able to offer a secure and reliable security system that can then mean I am able to have customer's trust, and attract a wider audience. When completing my website I also incorporated a registration page. This then means clients are inputting personal data via the internet that may be of a high risk. Therefore I must ensure client's full protection by installing firewalls, passwords and including encryption. I could also have codes at the end of the registration page to prevent hackers and un-real personalities trying to hack into and join my database. This may cause a few problems for clients as it may be difficult to fill in this code, but overall it is a secure, methodical and fuss-free way. If I was to leak information or mislead clients data, I am not only risking trust and an overall impression upon my company, but I can also lose money (profit) as clients are entitled to compensation. This would therefore be an unnecessary cause and would needlessly cost the company money, which could be prevented from spending money purchasing security features.



Some websites are often misleading and can cause misinterpretation, friction and unsettlement not only for my company, but client's aswell. I have to therefore ensure I am publishing true statements, statistics and factual information upon my website to indicate my company's policies aswell as show professionalism and commitment towards clients. Like the social issues, I can therefore hire staff to ensure my website is up-to-date and not promising any false offers or allegations.

To ensure my company is recognised as a clean, professional and morally pleasing agency, I can help to protect global matters such as pollution, which will reflect positively upon the company. I have done this by using the internet as a main source of information, meaning I am minimising the need for office based conversations or overproduced letters. By contributing to minimising pollution, I am promoting my companies ethos aswell as engineering a more sustainable and manoeuvrable company which should only require one or two buildings to run, due to the dependency of the internet and my website.

However, by using the internet I have to ensure I am up-to-date with any new computer resource to ensure my company stays 'with the time' and is able to attract a more modern audience, which is appealing and inventive due to the advancing technology. This new technology will cost money to purchase and maintain aswell as to train staff properly to be able to use, fix and edit it. This will then further cost the company money and time but will overall improve standards.

Publishing reports, the history of the company and statistics I am allowing viewers to copy the information. This will therefore be going against the copyright design and patents act, in which information is being copied and taken from another source, without permission. I can minimise the chance for viewers to 'become criminals' by disabling the copy tool upon my web pages. However, this does not completely ensure clients are not copying the data as they can just copy it from off the screen etc.

My website shows a lot of information about my company, which is not specifically designed to attract a certain audience, but to attract a population as a whole. Therefore comments and opinions are often looked as a whole and are not very specific. This information is therefore accessible to many people, all-looking at the same source and information. This also then means the information is likely to be more consistent and reliable, providing audiences with satisfaction.

## Legal Issues:

Whilst producing my website I must ensure I am able to provide a legal webpage which will not conflict with any laws. If I was to go against the law, I would be risking my company's reputation, profits and attractiveness, which could result in my liquidation or redundancy.

The laws I had to follow included the Data Protection Act (1998), in which I must ensure security and privacy for all clients' information. This is essential if I want to ensure I am providing customers with satisfaction and allowing them to trust my company. I have to abide by the Data Protection Act

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(1998) through my registration page as clients are passing on information across the internet. This act also means I have to disable information from client's data being published upon my website, including data from my client database or associated organisations. This can then further help to support customers needs and satisfaction. Another law which complies with my website includes the Trade Description Act (1968). This act is put in place to ensure customer satisfaction as all claims and allegations must be proved and committed by the company. I have to therefore ensure I am following this law by only offering client's realistic offers and discounts, which my company can fully justify and commit itself to. I must also ensure I am following the Copyright Design and Patents act, as it ensures my website originates from my company's designs, and is not copying other websites. This can further help to promote my corporate image, as well as showing originality.

The Sex Discrimination act is put in place to ensure both genders are treated fairly, and have equal rights, opportunities and pay. I can ensure I am following this by targeting both genders in my reports and by incorporating images which have both genders shown, to show the equality and professionalism of my company.

## Security:

To ensure my website is secure I can install and use many variations of software which can help to protect the content of my website and of my company. As my website is published onto the internet I am allowing hackers or viruses to re-define by websites design and contents. To secure my websites content, I can install firewalls which will help to block any unwanted or unauthorized access. This may cause the company some money but in the long term, it can benefit the stability of the website as any hackers or viruses which intrude my website can mean I will have to pay more money to repair the problem.

Another method of security is encryption. This process consists of information being altered and changed so, when transferred to the internet, can be secure from hackers to see the correct information. This form of code is called 'cipher' text, and incorporates a code name or number being used at an alternating location, to resemble the 'cipher' text into the correct form.

Another problem with securing my website is the opportunity of incoming email's to have virus's attached to them. I have to therefore ensure I am filtering any unauthorized emails and scanning all incoming responses. This will therefore help my company remain harmless, efficient and effective as I am not wasting time in checking or deleting emails. I can also reassure clients that I have received the appropriate email by using auto-responses which can help with interaction with the client, and can help to indicate my company's professionalism and efficiency.

I can further ensure clients are able to trust my company's website by including a safe web browser and URL as well as using padlocks. I can also use often reminders of my company's use of security features to reiterate



my company's commitment to securing client's safety.

## Conclusion

By following all the laws associated with every task, I can get a better understanding of the society, as well as produce a report which is ethical towards all standards of the public. It is also important to follow the appropriate laws, as not following them can result in imprisonment, fines and a degradable image upon my company. To respect all levels of society means that only the society itself will benefit. As I understand the moral, social and ethical issues involved I am able to acknowledge all forms of difficulties which are related to every task in my coursework. This can then overall help to produce a tolerant society, as well as help the public respect businesses and understand how many issues are involved in all my tasks.