

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

### Comparing Documents

My second task is to compare a few different documents of three different organisations, the three organisations are:

1. JJ PC
2. Wessex Water
3. Coffee Control

JJPC sells computers, Wessex Water is a water company and Coffee Control is an internet café. I have to annotate the three documents, describe the content and layout, comment on the differences, similarities and finally come to a conclusion of each document.

The documents that I will be comparing are:

- Questionnaires
- Newsletter
- Memo
- Invoice
- Business Letter
- Poster

My first document that I will be analyzing will be the three questionnaires.

### Comparing Questionnaires

A questionnaire is a form containing a set of questions.

JJPC's logo has been placed in the top right hand corner and it is orange, their logo is just simple and bulky, in my opinion I think that this is great because the audience will be able to see it as it should be seen. Coffee control have two logos one on each side but it is very small, their logo has a picture of a mug in it, which is black and gives the customer an idea of what the questionnaire is about. The colour of coffee controls logo is turquoise and white. Wessex water has only one logo which is in the middle and at the top of the page it is in blue but it isn't that clear because it is uncertain. Personally, I think JJPC's logo is the most excellent because it is clear and understandable and I like the idea of blending in the background.

JJPC and Wessex water don't have a header; nevertheless coffee control has got a header, their header is "Coffee Control" which is their company name. I would have suggested Wessex water to have a header because their logo is not clear. Coffee control has a header since it is part of their house style.

All three organisations have included footer with their contact details in. JJPC have put their footer in the bottom left, whereas Coffee Control and Wessex water have put it in the middle. JJPC's footer includes their address, telephone number, fax number, website and email address. Nevertheless coffee control has included the same as JJPC's but do not have a website. Yet, Wessex Water has included their address, telephone number and fax number. JJPC's footer is undersized and dim, whereas Wessex Water and Coffee Control's are understandable, because it is legible.

JJPC's title is "Customer services Questionnaire" which is bold and in capital letters but it is very small. Yet, Coffee Controls title is "Office delivery service" which is bold, is quite large which is good and is centre aligned, because then the audience can see it properly. Therefore, Wessex waters title is "restaurant customer survey" which is big and bold and centre aligned. All three questionnaires font is readable and clear.

All the questionnaires are for the companies customers so the questionnaires are external.

Coffee Control has included customer details, whereas JJPC and Wessex Water have not. In my opinion I think that Coffee control is not a questionnaire because most questionnaires are anonymous, personally I think it is more like an ordering service.

Wessex Water has got a little introduction, to let the customer know the reason for the questionnaire and also has put a comment at the end to end the questionnaire with. JJPC and Coffee Control both have not included an introduction or a comment.

Wessex Water has included subtitles while, Coffee Control and JJPC has not. Wessex Water's subtitles are: "The Reception", "The café and Restaurant" and "your overall experience with catering at Wessex Water". I think have subtitles is very good because all the questions will not get mixed up and it separates the categories.

JJPC and coffee control have laid their questionnaire out simply, they spaced it out and used a variety of sizes, whereas, Wessex water has used the same size for everything except from their introduction and comment, but it is spaced out.

The questions on JJPC's questionnaire are simple and straight forward and the answers are multiple choices, they have placed three faces with expressions on them, you have to circle them. In my opinion I find the faces very childlike and the viewers for this would be children. While, Coffee control have put boxes to mark (questions "A" and "B"), in question "C", there is a table, which makes the questionnaire look more professional. For question "D" they have written a question in which you have to answer but, personally, I think that they have not put enough space to write the answer in. Wessex Water's questions have used a variety of ways to answer; most of their questions are multiple answers (Q1 & Q2) whereas Q3 is a scale to mark your point on.

In my opinion I think that Wessex water's Questionnaire was the best because they have used different types and sizes of fonts and used a variety of questions and have also started it off with an introduction and ended it with a comment. If I were to fill Wessex water's questionnaire in then I would have known what it was about because of the introduction and it would have been easy to fill in, also Wessex Water's layout of their questionnaire was very fine.

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

### Comparing Memos

A memo is a written proposal or reminder.

All three memos have included a logo. JJPC and Wessex Water have placed their logo on the top right hand corner, whereas Coffee Control has moved theirs to the bottom. JJPC's logo is orange, Wessex Waters is blue and Coffee Controls is Turquoise and white. JJPC has used their house style, whereas Coffee Control has not used their house style, yet, Wessex Water has not got a house style.

JJPC's title is "Company Memo", it is bold and centre aligned. Coffee Control's title is "Coffee Control Memo" it is right aligned and at the top. It is bigger than all the other text. Wessex Waters title is just "Memo" it is placed at the top left corner and it is similar to Coffee Controls memo title.

Memos standard features are: To, From, Date, Subject and a message. All three memos have included: To, From, Date and a message, whereas they have not included "Subject" which I think is awful because it may confuse the reader as they will not know what the memo is about. All memos should be informal and internal.

All three messages are short, which is excellent because a memo is a brief note to colleague. JJPC has included a reply whereas; Coffee Control and Wessex Water have not. JJPC has also included their address, at the bottom of the memo, in my opinion I think that is terrible because they are not sending anything for the reason that it is internal.

Coffee Control has included "P.S", in memos you should not really include P.S.

In my opinion I think that all the memos are not done professionally but personally, Wessex Waters is most excellent.

### Comparing Newsletters

A newsletter is informal and informs about news and events in an organisation.

All three organisations have included a logo, JJPC's logo is located underneath the date which is in the top left hand corner and it is fairly big, so the audience can recognise which company's newsletter it is. Coffee controls logos are on both top corners, just like the questionnaire, their logo is quite small, but big enough for the newsletter. Wessex Water's logo is in the second column of writing, in the middle and the writing is surrounding it, the logo is large and not clear. In my opinion I like JJPC's logo, the reason for this is because it is large and understandable.

JJPC's title is "JJPC what's News?" and it is on the left hand side, it is huge and on top of it is their contacts. Coffee Controls title is in the top and is centre aligned and it is bigger than the rest of the text except the subheadings, whereas, Wessex water's title is "Wessex Water News" it is in capital letters, big and different font to the rest of the document. All three documents do not have a name to the newsletter but they have titles. Personally I find JJPC's title the best because it is different from the other two documents; it is in the left and is vertical.

JJPC has included three images, two clipart and 1 digital. There is a picture of a holly which I think is relevant because the season of this newsletter is winter because it is in December, it is in the top right hand corner. The second image is a picture of a laptop which I think is relevant because the topic is about computers, it is in the middle of the writing, on the second column, I think this is a good idea because the writing is surrounding the image and it looks more artistic. The third picture is a digital picture of a man; it is relevant to the text because it talks about the new director Sanjiv. Coffee Control has three images; two clipart and 1 digital. The digital picture is a picture of a man in a café, it is suitable for the text because the text describes the different types of hot drinks, the picture is in the middle of the text and the text is surrounding it, the purpose of this picture is to show the audience the café. The second image is a fair trade mark and it is computer designed, it has two "Fs" one upside down and one the right way, underneath it says "Fair-trade" and on the right it says "Guarantees a

better deal for 3<sup>rd</sup> world producers". This image is relevant to the text because it talks about Coffee Control switching to fair-trade. The next image of Coffee Control is a picture of a lady; you can't actually see the person. In my opinion I think that this picture is not relevant because the writing talks about the definition of fair-trade. Wessex water has included two images, the 1<sup>st</sup> image is in the first column, it is a digital picture, and the image is a picture of cars and houses on a road, the picture is related to the text because it discusses about car parking. The second picture of Wessex Water's newsletter is a screen print, of the Wessex Water's website, underneath it says the website which is [www.wessexwater.co.uk](http://www.wessexwater.co.uk); this picture is located at the end of all the text.

JJPC's date is on top off the logo; it simply says the month and year, "December 2003" and it is plain and explicable. Coffee Control has not included a date which I think isn't very professional, because the customer would not know which month it was out. Wessex Water has their date underneath their contacts, they have included the date, month and the year, "September 27 2002" it is clear and big enough.

All three companies have included their contact details. JJPC has put their contacts on top of the title, vertically and have included their address, telephone number, website and email address, whereas Coffee Control have put their contact details at the end of the newsletter and have included their address, telephone number and their fax, their font is exactly the same as the rest of their document. Yet Wessex Water have put their contact details at the top of the newsletter, under the title in the 1<sup>st</sup> column and have included the same as Coffee Controls contact details, but at the end of the newsletter they have put their website address, under a screen print of the website.

All three Organisations have two columns. JJPC has 1 subtitle, "New Technical Manager Appointed"; it is the second topic in the document. Their text is not accurate because they have made a spelling mistake; they have written "Manger" when it should be "manager". Their subheading is centre aligned and it is the same font as the rest of the document except slightly bigger. Coffee Control has 5 subtitles, "Coffee Control switches to Fair trade", "Fresh, Special, Organic, Café direct", "Coffees explained by the Lord of the latte!", "Coffee Facts," and "New fax back service launched" their subheadings are similar to

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

JJPC's but is not underlined and it is the same font as their text but it is bigger, two of the subtitles are in one column and the other three in the 2<sup>nd</sup> column.

Wessex Water has three subtitles, two on the 1<sup>st</sup> column and 1 on the 2<sup>nd</sup> column; they are in capital letters and the same font as the rest of the document and it is bold, (for the 1<sup>st</sup> two Subtitles) but the 3<sup>rd</sup> subtitle is the same as the rest of the document, whereas it is bold. The subtitles are: "Visit Wessex Water's Award Winning Operations Centre", "Fountain Project Surges on Thanks To Award" and "Beware Bogus Callers".

JJPC's text is informal, all newsletters should be informal. Personally, I think that Wessex Water and Coffee Control's test are rather formal. JJPC's and Wessex Water's newsletters have a small number of mistakes. E.g. JJPC has spelled manager as "Manger" also they have missed out spaces. Wessex Water has missing words and inappropriate spaces. Yet, Coffee Controls newsletter is very accurate with no mistakes which I know of.

The audience for JJPC's newsletters would be teenagers and young adults, to encourage their parents to buy a new computer. However, Coffee Control's audience would be adults because they have included more information and is set out more to the formal side. Whereas, Wessex Water's audience would be elder people like householders and managers, because they have laid their newsletter out more professionally.

In conclusion, I think Coffee controls newsletter is the finest because it is more interesting and convincing to the audience, the reason for this is because they have put coffee facts and have explained all the coffees entirely.

### Comparing Invoices

An invoice is a demand for payment.

JJPC's logo and house style is the same, same with Coffee Control but, Wessex Water's logo is in the middle and on the top of the title, Wessex Water has also got another logo at the bottom on top of the footer, in my opinion I think that this logo is not necessary.

JJPC's title is 'Invoice'; it is located at the top of the date and is in capital letters. Coffee Control have used their house style, their title is just 'Invoice' and it is underneath their header, it is capital letters and it is centre aligned. Wessex Waters invoice is called "Restaurant invoice" it is in capital letters and is bigger than all the other text.

All three organisations have placed a date in their invoices. JJPC's and Wessex Water's dates are underneath the titles, whereas Coffee Control's date is under the logo on the right and it is in a text box. All three of the dates are the same font as their whole invoice but in different sizes.

Each invoice has used tables; JJPC has used 4 small tables all together, whereas Coffee Control and Wessex Water have only used one. Coffee Control has used shading in two places, but Wessex Water and JJPC have not used any at all.

JJPC's invoice has got a box in which they have to fill in, in my opinion I think that this is excellent, the reason for this is because whenever they need to write out an invoice they can just fill it in instead of having to type it all out and printing it out again. Coffee Control has just got a text box, which inside it is the receivers address; it is at the top left under the logo. Underneath that, they have got a table of all the stuff that they have ordered, the quantity and the total. Wessex Waters is similar to Coffee Controls, the receivers address is in a textbox, below the date on the left, beneath that is a table with the item, quantity, unit price, subtotal, total, VAT and total to pay.

Coffee Control and Wessex Water have a certain time to be paid in, it says this under their tables, but JJPC does not have this.

Each invoice includes their address as their footer. Coffee Control and Wessex Water has not included, their reference number, which I think is terrible because it is one of the main features of an invoice and the company can get mixed up.

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

In my opinion, I think JJPC's invoice is the most professional because it is a template and it is quick easy to use.

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

### Comparing Business Letters

A business letter is a letter dealing with business.

It is very important to have a logo in a business letter, the reason for this is because, business letters are external and the receiver will not know which company the letter is from. Wessex Waters logo is on the top right hand corner, it is blue and it is fairly small, in addition they have put another logo on the next page, it is placed under their telephone and fax number, it is the same as the logo on the front page and it is coloured blue. Coffee Control has used two logos, one on each side; this is part of their house style. Their logo is small; it is turquoise and white and has a mug in it.

In Wessex Waters business letter they have put their senders address on the top right, beneath their logo; they have included their company name, address, telephone number and fax number. However, Coffee Control has not included a sender's address which I think is very bad because the receiver will not know who the letter is from.

Wessex Water has placed their date on top of their salutation on their left. They have put the day, date, month and year and it is the same font and size as the body text. Coffee Control has only included the month and year, they have placed it underneath the logo and it is also the same font and size as their body text. Both the organisations have used "Dear sir" as their salutation, Wessex Water have placed their salutation below their date. Whereas, Coffee Control have put their salutation at the start of their body text. Wessex Water has started their body text with a subject/subheading, whereas Coffee Control has started their body text straightforward.

Wessex Waters closure is "Yours sincerely" whereas Coffee Control has used "Cheers" which I think is not professional because we use "cheers" for when we are writing to a friend or someone we know.

Wessex Water has placed bullet points on their list, although Coffee Control has not used bullet points.

Coffee Control has not said where it is or what time the interview will be at, however Wessex Water has, personally, I think that is very awful because the receiver will not know where to go and which time to go.

Coffee control has made many mistakes, which make their

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

business letter not that professional, they have written "discuss the potion" while it should be "discuss the position", also they have written "thanks you" which should be "thank you" another mistake they have made is the closure, they have written "cheers", which is not professional, because business letters should be formal and "cheers" is informal, yet, they have written "Manager of Coffee Central" whereas it should be "Manager of Coffee Control".

Wessex water has enclosed a location map on the other part of their business letter.

Coffee Control's letter is laid out in paragraphs and has also used listings, whereas, Wessex Water has used paragraphs and bullet points, personally I think using bullet points is better because it is easy and quicker to understand.

In conclusion, I think Wessex Water's business letter is more professional because it is very correct and their presentation is brilliant since they have integrated bullet points and paragraphs.

### Comparing Posters

A poster is a graphic advertisement attached to a flat surface.

All three documents have included logos. Wessex Water has placed their logo on top of the page and it is blue. JJPC have moved their logo to the middle of a clock, the clock is very big, which means the logo is big as well, their logo is coloured orange. Coffee Control have left their logo's in the same place, two on each side the reason for this is because they have used a house style, their logo is coloured turquoise and white and also has a black mug in it.

Wessex Water's title is under their logo, their title is, "Alice in wonderland on ice" it is different and greater than the rest of the text. They have used word art for their title, which personally, I think it very marvellous because it is very outstanding; also the writing is clear and very understandable. JJPC's title is on the top of the their image, their title is "Time to Change your PC?" and it is just usual text, in my opinion I think that this does not grab the audiences attention as much as Wessex Waters does. Coffee Control's title is placed under their header, their title is "Try our new Iced Latte" it is slightly curved up and is also just simple text.

All three documents have included an image which is excellent; the reason for this is because the image catches the reader's attention. Wessex Water's image is tremendous because it shows a picture of dressed up people, in my opinion I fancy this because the little kids would find this very entertaining. Wessex Water's picture is located below the introduction of the play and it is also centre aligned, the purpose of this image is to show a sample of their play. While, JJPC's image is a clock and inside it is their logo, the clock is practically half of the page, it is situated in the middle of the page and it is also centred, this picture is not really relevant because it is discussing about buying a new PC. Their clock has not included the hands for their clock but, they have contained an extra sheet which has the hands and also has included the instructions to put it on. Coffee controls image is just a cup of coffee, personally I think that this does not catch the reader's attention because it is only a cup of tea and has no meaning to it, but this image is related to the text because it is discussing about their new iced latte. The purpose of this image is to show the iced latte. Their

picture takes up a lot of space and it is placed underneath the title. In my opinion I prefer Wessex Water's image since it looks entertaining but I would have recommended it to be vaguely bigger.

Wessex Water's poster has included a subtitle which is "Annual Staff Theatre Visit" Coffee Control and JJPC have not included a subtitle, personally, I think that a subtitle is not needed.

Wessex Water is the only poster that has really included authentic information. First of all they have written a short paragraph on what the play is about, whereas JJPC and Coffee Control have not included this. Wessex Water and JJPC have both included a page border whereas, Coffee Control has not. Wessex Water has contained a variety of things such as, the date of the play, the time the coach is going to leave, the price for the tickets.

Wessex Water have made a mistake on the word "Performance", they have spelled it wrong, this makes the company look low and not high standard and in addition they have tried to cover up the mistake, by putting a line on it. Below their prices for their performances is a small finishing, "Bring the family!" JJPC have not included much information, personally I think they have not advertised much, all they have included is their title, image, logo, and a short sentence at the end saying "JJPC – for all your PC needs!" Coffee Controls poster is similar to JJPC's as they have not included a large amount of information. Under their image is a short sentence like JJPC's, Coffee Controls sentence at the bottom is, "Delicious with a new York Deli Sandwich".

Coffee Control has included a header it is part of their house style, whereas they have increased the size and made it look bold, their header is their company name. Wessex Water and JJPC's document does not contain a header. Wessex Water and Coffee control presents footer, each containing contact details. Wessex Water's footer consists of their companies address, telephone number and fax number. While Coffee Control's footer includes their company address, telephone number, fax number and their email address, which enables the customers to receive further information, JJPC had not included footer at all.

Overall, after analyzing all three posters, presented by the three organisations, according to my opinion, I suggest Wessex Water's poster is mostly in my as this poster, as I have already mentioned

Risa Rahman  
Candidate No: 0016  
Centre No: 28345

presents bold and clear features, meaning, at a first one would become interested and would actually approve of the poster. As well as presentation the Wessex Water's company also includes other features, as mentioned earlier in my comparison which would attract attention, and the document would actually serve its purpose.