

Mail Merge Analysis

To make the labels I need

- All the correct fields so that the postage company can get all the information required to send it.
- A flag column so I can only print the ones that are needed. This will make it faster and easier to print the selected customers label.
- A column, which has everyone's unique number in, this will make sure no ones details are the same even if they have all the other details the same. Every customer will have his or her own unique number.
- To make it renewable so that you can easily add customers details. Also I need to have unique numbers that are easy to remember and that are similar to each other. I think I will start with "MU(then unique number)". To add a persons details you increase the last number.

To make the labels I want:

- The labels to be easy to read so that the customer can see clearly that is it meant to be sent to the receiver.
- The labels to have a red border and the Manchester United Logo in the corner. I will do this because if the customers see the red then when they next see the red colour they will think of the club. This builds up corporate identity.
- The label to contain all the right fields so it is easy to send to the right person and also so there is no confusion at the post office or wherever sent from.
- The name of what the club is called at the top and the logo. This also builds up corporate identity.
- I want it to be renewable so that if I consider changing the design of it, I don't want to have to start a new one. I will make it renewable by making mine a basic design that can be updated if needed.

To make the database with all the customers in it, I will use a spreadsheet called Microsoft Excel to do the mail merge. I will choose to use Excel because you can separate details into different fields it also allows me to see clearly what the customers details are, because the columns have lines on and there are lines on each separate row which means you wont need to follow the details along with your finger; this will make it more convenient for the user. I will write in the first 6 customers that I have made up to show you that it works and also so that I could actually do the mail merge. I will chose Microsoft Publisher (DTP system) to make the label, it is very easy to use mail merges on DTP systems and also it allows me to manoeuvre pictures easily. It also give me the choice of importing word art and putting borders on, these are all things I plan to do.

I need to:

- Make up 6 personal details.
- Find a Manchester United Logo.

I don't need to find out much to make my database or labels because I will pick 6 peoples details randomly and use them in my database. I will need to test that mail merge system works, and I will need to see if I use the flag column to filter my customers for printing works efficiently.

To make it renewable I.....