Introduction

Satia tour is a travel agency which is located in many places in UK but the main headquarters is in East London. They have been established for about 5 years and have approximately 250 customers. They are a well determined company who try their best to please their customers or at least satisfy them, but there is one thing that is bothering them and that is that they want to advertise their company to attract more customers but they don't know any methods how to.

I have been set a task from Satia tours to help them find out the best and easiest method on advertising their company. There are many ways of advertising a company such as radio, TV adverts, magazines, billboards etc., but the method I have chosen for them is making a website for their company.

The reason I have chosen making Satia tors a website is because there a many benefits behind it such as it is easy to make, easy to use, it is free to make and many more other things, that's why I have decided to use this method.

Research

To know how a website works for a company I have researched on two famous travel agencies and here are my views on them:

Website one: Thomas Cook
Comment: Thomas Cook is one of the world's best travel agencies and I have researched through this website to see what ideas I can find from it and the details I got were that their logo is simple and not that complicated but it suits the companies name and also it is located in many places so they have a wide range of customers. Also the thing that makes them one of the best is their offers they have on different types of flights to different places and most of their best offers in presented on their homepage so the first thing a person sees when they enter the website if all the great offers they have.

Website two: Expedia
Comment: Expedia is another travel agency company that is one of the best. I have checked through their website to see what I can find to help me on my t6ask and this is the information I got, their logo is a very exotic one that stands out and is eye-catching, it is established in many places in the UK and popular as well. Just as the Thomas Cook website, Expedia is similar because they have set most of their great offers on the front page of their website so it makes it the first thing that you see when you enter the website.

Tasks

I have broken my objectives in to parts regarding how I am going to do my task.

- Getting information about the travel agency
- Design a logo and a slogan for the travel agency
- Create a Website + Hyperlinks
- Writing reports at the end (User Guides)
- Advertising the Agency

Getting information about the travel agency

I can do this task by taking a week off and monitoring how the company works but I am not going to use this method because it will take too long. I can also do this task by going through the offers they have to offer for their customers but I am not going to do that because it is unreliable and biased. Although I will do this task by interviewing the agency by making a questionnaire and giving it to the manager and letting him do it and extracting information from it because it is very reliable and saves time.

Design a logo and a slogan for the travel agency

I can do this task by getting some coloring pencils and paper and drawing it but I won't do it this way because I am not a good drawer and cannot design very well by hand. I can also do this task by hiring and artist and making him do it but I won't use this way because I is too expensive. But I will do this task by using the software on the computer called paint and doing it like that because I am good on the computer and it is free and more accurate.

Create a Website + Hyperlinks

I can do this task by using the open office publisher but I won't use this method because I do not know how to use this software. I can also do this task by using Microsoft publisher 2007 but I won't use this technique because it is not the latest one. But I will do this task using Microsoft publisher 2010 because it is more modified and high tech.

Writing reports at the end (User Guides)

I can do this task by writing it down on a piece of paper but I won't use this method because my hand writing is not that neat and my hand will start aching after a bit. I can also do this task by typing up it on notepad on the computer but I won't use this task because it won't look that formal when I present it. But I will do this task by typing it up on Microsoft word 2010 because when I present the user guide to the company it will look formal and professional.

Advertising the Agency

I can advertise the company with the following methods:
- Magazines
- Billboards
- Leaflets

- Radio
- Website

Questionairre

1. Do any of your employees no how to use computers?

Yes ☐   No ☐

2. Do you like the idea of a website?

Yes ☐   No ☐

3. How many computers do you have there?

……………………………………………………
……………………………………………………

4. Who in your company is the best at computers?

……………………………………………………..
……………………………………………………..

5. What type of logo do you want for your website?

……………………………………………………
……………………………………………………

6. If you hardly got any computers then are you willing to buy some for the company?

Yes ☐   No ☐

7. What programs can your employees use?

……………………………………………………..
……………………………………………………..

8. Can you use computers?

Yes ☐   No ☐

9. What kind of programs can you use?

…………………………………………………………………….

…………………………………………………………………….

10.   Do you want your website to be simple or do you want any designs on it? If you do then what kind of design do you want?

Yes ☐   No ☐

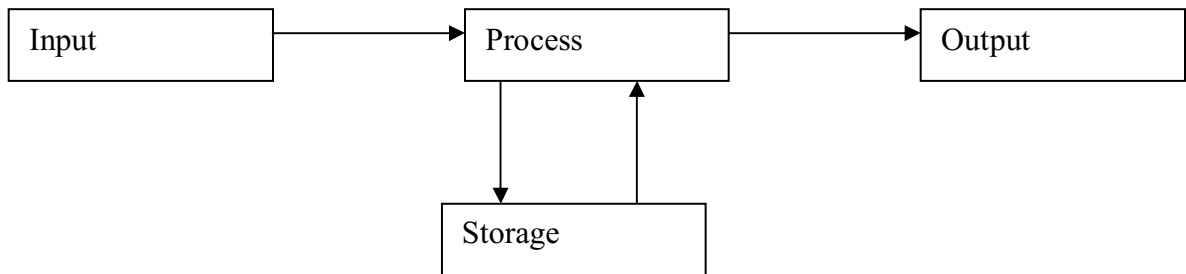………………………………………………………………………………

………………………………………………………………………………

Advertising Table

Methods of advertising	Way they work	Advantages	Disadvantages
Magazine	It is a really good way of advertising because every time someone walks into a news agency their eyes always fall on the magazine section because it is right at the front.	• It is eye-catching. • The magazine section is always at the front of the shop. • It catches most people's attention.	• It is expensive to advertise on a magazine. • You will have to update it all the time. • So people don't like reading so they might not be bothered over it.
Leaflet	This method gets most people's attention because you can post leaflets to nearly everyone's house and they will have your information and know it.	• It catches most people's attention. • You will get known more. • When someone is board they might want to read your	• It is expensive. • Some people don't like reading. • It is a lot of time wasting on posting the leaflets.

		leaflet so that time passes by and get interested of the company.	
Billboard	This is a great method because it is all over the streets and everyone sees it.	• Everyone sees it. • It is eye-catching. • It is really attractive.	• It is expensive. • The colours on it might not be eye-catching. • Someone might miss it on the way driving.
Radio	This is a good way of advertising because most people listen to the radio.	• Most people listen to the radio. • It catches attentions most frequently. • It is easy to get on the radio.	• It is expensive. • Most of the time signals go from radios so the might miss it. • You will have to update it a lot.
Website	Websites are good ways of advertising because in the world most people have internet in their houses.	• Most people have internet in their house. • It can be advertised worldwide. • It is most common.	• It is hard to make if you are not educated in ICT. • People will have to search for your website. • You will have to update it weekly.

Input, Output, Process and Storage

By researching and looking at the various tasks, I can establish what the input, output and storage of the system is.

```
┌──────────┐        ┌──────────┐        ┌──────────┐
│  Input   │───────▶│ Process  │───────▶│  Output  │
└──────────┘        └──────────┘        └──────────┘
                      │     ▲
                      ▼     │
                   ┌──────────┐
                   │ Storage  │
                   └──────────┘
```

INPUT:
Text
Pictures

PROCESS:
Creating Website Templates
Insert Hyperlinks

OUTPUT:
Final Website

STORAGE:
Hard Drive

Ease of use

The final product that I have made is going to be an easy to use because the way I have created it I made it in such a way that it will be easy to pick up and use even if you're not qualified in any ICT. But the things that are easy are all the basic things but when it comes to the more difficult things I will get quite complicated and confusing, so for the people that are not qualified in these kind of things then they will probably need to get

some lessons on ICT or if they can't do that due to problems then the company that I am making this final product for will probably have to recruit new employees for the job.

Description of problem = 1
Plan of solution = 1
Methods = 1
Solution meets requirement = 1
Ease of use = 1