

**REPORT OF SIX DOCUMENTS FROM ORGANISATIONS INVOICE &
LEAFLETS COMPARING, DESCRIBING EVALUATING PRESENTATION
STYLES**

DOCUMENT ONE
NTL INVOICE/STATEMENT
PURPOSE

Is to inform the client how much of ntl phone services they have used and also to state the exact amount of money the client has to pay the company by a certain deadline. To establish a contractual relationship between the client and the company this is because the client has to be informed about the amount of money that is due for the services that the client has used.

TARGET AUDIENCE

The target audience is the customer this is because the company has sent a letter to the client notifying them about the amount of money they own to the company about the services they have used.

CONTENT

The content is formal, unambiguous and nearly all factual information. The writer has created a direct writing style to keep the invoice simple as possible to understand.

The following items of details have been presented in the ntl invoice that are: sender's name, address, telephone number registration number, the date, the reference for billing period from and to, the logo, the recipient's name and account number.

Details that have actually been stated are in the call log report which is part of the invoice are the customer reference number, date, recipients name and address, telephone number, Number of calls, billable duration charge, VAT and total amount due.

The calculations of the total amount due have not been included in the actual invoice statement but have been stated overleaf of the invoice in a call log report. In the call log reports following details have been mentioned date, time, number called destination, min/sec and amount. The call log report contains the following details, which are local calls, national calls; mobiles/pager calls special service calls and unitemised calls. These details prove evidence to the client -showing calculations of the total amount required on the actual invoice statement.

LAYOUT

Overall layout for the ntl invoice is unique and suitable for the purpose. The layout looks informal but is actually formal. The arrangement of the ntl invoice is portrait page orientation. The invoice is actually presented in one page but not with all details. The calculations have been included in the call log report. There is a statement of the invoice, which includes details of total amount due, and there is an invoice, which contains details of VAT charges.

The main items on the invoice have been presented using standard organization layout. The senders name, address, telephone number and registration number has been

written on the right corner as a header on top of the invoice. The logo has been placed beside the sender's details in the header of the A4 page.

Underneath the sender's details there is a box with the following details, which are the date and the reference to billing period from and to. This small area is shaded a Shade darker purple than the foreground of the document. There is a box also on the left side of the page underneath the logo, which has the recipient's name and account number. This again is shaded dark purple and also has a border around it. Above this box there is sub heading stating that this document is an invoice/statement.

The subject of the Invoice is stated at the top right hand corner of the page. It states "REQUEST FOR TELEPHONE PAYMENT". This is written in caps lock and looks like special effects such as bold has been used and the colour purple has been used for the font to highlight the subject of the invoice as well as a larger size of text has been used. Pagination has been used as the invoice / statement consists of page numbers.

On the actual invoice the following details have been stated customer reference number, date, recipients name and address, telephone number, Number of calls, billable duration charge, VAT and total.

The calculations have not been included in the actual invoice statement but have been stated overleaf of the invoice in a call log report. In the call log reports following details have been mentioned date, time, number called destination, min/sec and amount. The report has been split into five sections, which are local calls, national calls, mobiles/pager calls special service calls and unitemised calls. These details prove evidence-showing calculations of the total amount required on the actual invoice statement.

On the invoice statement a table has been used for the billing information of description and amount but no borders have been used to highlight it is there. Although the way the details have been presented this makes the invoice statement look informal compared to usual invoices.

I think that the most important detail on the invoice statement is how the payment is to be made and by what date. The ntl invoice statement states in the white box for the request for payment. The payment can be made by bank giro credit; this form is attached to the bottom of the invoice. The bank giro cheque has the recipients name and address printed on, the A4 invoice folded to fit into an A5 envelope. As the recipients name and address are at the bottom of the invoice on the cheque when the invoice is folded the recipients name and address can be seen. At the back of the invoice there are details of methods of paying the telephone bill.

The colours that have constantly been used through out all the invoice pages are purple; light purple for the foreground on the document. Automatic text colour has been used and the use of special effects such as bold has been used to emphasis words. I do not actually know what type of font has been used but by looking at the font on the invoice statement I can assume that a sans serif font has been used as the font does not consist of tails and is easy and very clear to read.

Single line spacing has been used throughout the document. No graphics have been used apart from the company logo stating ntl: No use of superscript and subscript has been used.

ACCURACY/REALIABILITY

The readability of the ntl invoice overall is easy to read and understand as no long complicated words have been used. Very simple short words have been used throughout the whole document.

The accuracy overall is very reliable this is because there are no mistakes in spelling, no errors in grammar, not many words have been used but the sentences that have been written are short, simple and easy to understand. I have noticed that there are no errors of fact in the ntl invoice all dates, times; distances, sizes and names of people are accurate.

EVALUATION OF WRITING, PRESENTATION & SUITABILITY OF PURPOSE

I prefer the content of this invoice this is because it is easy to understand. The writing style is formal but it is also direct by the use of short sentences and short simple words. The layout is easy to follow throughout the document. In the call log report and the invoice statement information is factual so it is presented in a table summarizing information. The table layout is ideal as it occupies little space on the document and information seen quickly.

The overall presentation of the invoice is professional. The colour of the paper matches the company logo. This invoice looks very modern showing all details clearly. Overall I think the suitability of the purpose is 10 out of 10 as the purpose is to inform the client which the invoice clearly does and also shows how much of ntl phone services have been used stating the exact amount of money the client has to pay the company by agreed deadline.

DOCUMENT TWO **NORTHUMBRIAN WATER INVOICE**

PURPOSE

Northumbrian water has to notify/inform the client how much water they have used and also to state the exact amount of money the client is due to pay by a set deadline.

TARGET AUDIENCE

The target audience is the customer this is because the company has sent a letter to the client a request for the amount of money due to the company about the services they have used.

CONTENT

The content of the northumbrian water invoice is presented formally containing all the following details. The senders address, email and website address, telephone number, fax number, VAT registration number, date, recipients address, customer reference, bill number, total amount due for water services and sewerage services. Like the ntl invoice this invoice is unambiguous and factual. The content of this invoice is more factual than the ntl invoice as this water invoice shows the calculations of the total due.

The writing style of the invoice is formal although again like the ntl invoice the document contains simple words that are easy to understand and read. Two types of fonts have been used. But I do not know what fonts have been used. Both fonts that have been used are sans serif fonts and most of the text is size 12. The writing style is a direct appeal to the reader. The use of special effects has been used to emphasis sub headings and importants words such as total due.

LAYOUT

This Northumbrian water invoice has a very similar layout to the ntl invoice. The senders address, email address, telephone number, fax number and vat registration number in the top right hand corner of the page. The background colour of the senders details text box is green this makes the companies details stand out. Along side the sender's details they have used a speck bubble to present their website address. The colour of the speech bubble is blue. The layout logo has been presented on the top left hand corner of page. Under the logo the recipients name and address has been presented. This layout of the header of the invoice is very similar to the ntl invoice.

The date of issue, period of bill and subject has been presented on the left side under the address, this has been presented in a different layout on the A4 page compared to the ntl invoice.

The customer reference and bill number has been presented under the senders details in align with the period details. The customer reference and bill number has been emphasised by using the special effect bold, the foreground has been shaded a different colour from the rest of the document and the font size seems to be larger.

This northumbrian water invoice content is different compared to ntl invoice this is because the calculations, details of use, vat and total amount have all been included on the same page. I think the layout of the billing details has been presented and produced in a table format but like the ntl invoice there are no borders around the table.

The customer bar code is presented on the bank giro at the bottom of the invoice where as in the ntl invoice the actual invoice statement has the bar code presented.

No graphics have been presented part from the company logo, which is on the top left corner of the page.

READABILITY/ACCURACY

The readability of the ntl invoice overall is easy to read and understand as no long complicated words have been used. Very simple short words have been used throughout the whole document.

The accuracy overall is very reliable this is because there are no mistakes in spelling, no errors in grammar, not many words have been used but the sentences that have been written are short, simple and easy to understand. I have noticed that there are no errors of fact in the ntl invoice all dates, times; distances, sizes and names of people are accurate. But the error, which I have noticed has been that in the recipients address the postcode, has been written next to Cleveland.

EVALUATION OF WRITING, PRESENTATION & SUITABILITY OF PURPOSE

I think that the header of the invoice, which presents company details, is very professional. This is because it is eye catching and informative with all correct details. I like the way in which online services have been promoted through the speech bubble in the header of the invoice.

The senders details the address, email, fax, telephone number have all been presented in a box that has a shaded background. I have realised two colours have been used though out the document to match with the company logo. This is professional as this proves Northumbria water have created their own house style of presenting external documents. Overall the invoice writing style is formal, clear, concise, easy to read and understand. I prefer this invoice than the ntl invoice this is because this invoice contains VAT and calculations of services on the same page of the invoice statement.

I have noticed that all items of details have been presented in this invoice; the items of details are the following logo, address of sender and recipient. Companies email, website address, logo, bill no, vat registration number, amount due, invoice number and calculations.

I have noticed an error in layout on the header of the water invoice the postcode in the recipients address has been written next to the county name. Usually the postcode is typed under the county name

The giro bank credit form attached at the bottom invoice is too formal. I think I could improve this form adding the company logo to personalise it like the ntl invoice giro form.

If I were to rate this specific invoice out of 10 for the suitability purpose I would rate the invoice 10. This is because if I was to improve this is could only improve it by adding a logo to the giro form. I can also improve the layout of the invoice by placing the details of information's in different positions; I would make sure that the same font would be used throughout the document.

I think ntl invoice layout is more simple and clear to understand than the water invoice. Although I prefer the presentation of the Northumbrian water invoice better.

DOCUMENT THREE **ADAMS INVOICE**

PURPOSE

Adams invoice is notifying the customer about how much money they have spent buying clothes, and to inform the customer about their account balance of the Adams card, total available to spend on clothes and the cash facility available to them for the future.

TARGET AUDIENCE

The target audience is the account holder of the card. The account holder must have a Duet card and also be a customer of Adams. As Adams is a children's clothes shop the customer must be who is a parent.

CONTENT

The content is formal, this is because there is a logo at the unambiguous and nearly all factual information. The writer has created a direct writing style to keep the invoice simple as possible to understand.

The following items of details have been presented in the ntl invoice that are: sender's name, address, telephone number registration number, the date, the reference for billing period from and to, the logo, the recipient's name and account number.

Details that have actually been stated are in the call log report which is part of the invoice are the customer reference number, date, recipients name and address, telephone number, Number of calls, billable duration charge, VAT and total amount due.

The calculations of the total amount due have not been included in the actual invoice statement but have been stated overleaf of the invoice in a call log report. In the call log reports following details have been mentioned date, time, number called destination, min/sec and amount. The call log report contains the following details, which are local calls, national calls; mobiles/pager calls special service calls and unitemised calls. These details prove evidence to the client -showing calculations of the total amount required on the actual invoice statement.

DOCUMENT FIVE

LEAFLET “Switched On” (ntl)

PURPOSE

Is to inform existing clients about the new ntl services and special offers and to persuade the new people to become ntl members.

TARGET AUDIENCE

The target audience must a adult who is

CONTENT

The content of the leaflet is quiet easy to read as well as understand. The writing style is formal but has used short simple words to explain services and impress the reader. The leaflet explains and describes the services ntl offer. The services which ntl offer are broadband Internet, dial up Internet, telephone, digital television and special offers for this month. The front cover of the leaflet is a front cover as well as a contents page listing what Is inside the brochure. On the first inside page of the leaflet there is a message from the managing director of ntl informing the reader about ntl’s services. The three of the brochure explains and describes what broadband Internet is. There is also a thumbnail review from the internet magazine commenting in ntl’s service. There is some factual information explaining the types of speed service available. Page four describes the dial up Internet packages and also has a telephone number of ntl, which is there for readers to subscribe for the Internet. Page five informs the readers about the different types of telephone packages available. Again there is a telephone number for this service. on page six the reader is being informed about the digital television service ntl offers and what types of packages are available. Page seven lists the special offers available for one month only and there is a special offer for customers who recommend ntl services to friends.

LAYOUT

The page orientation is portrait and paper size is A5. Most of the text in the leaflet is in columns; there are two columns on each page. The first four pages all consist of columns. The paragraphs have been bracketed so the text easier to read as there are sub headings which are questions and underneath the question a paragraph has been written to explain the answer. After each paragraph there is a space this again makes the text easier to read. It is eye catching as there are photographs of people on each page. Key features such as the client thumbnail has been put into a box on page three. This again separates the thumbnail from the rest of the text attraction the reader’s attention to read it. Factual information has been provided in a table format. This factual information is clear to read and understand in this type of table format.

The first page of the leaflet has a very similar layout like letters. This is because the leaflet starts with Dear Customer and finishes by yours faithfully and a signature. On page four bullet points have been used to highlight additional benefits. These bullet points help highlight key points. Small advertisements of other companies have been

provided in this leaflet. I like the way this has been done as the adverts only take a small space. The overall layout is very eye catching and easy to understand.

ACCURACY/ READABILITY

Overall the leaflet has been written professionally. The leaflet has a direct appeal to the reader. The readability of the leaflet is read and understand as no long complicated words have been used. Very simple short words have been used throughout the whole document.

The accuracy overall is very reliable this is because there are no mistakes in spelling, no errors in grammar, not many words have been used but the sentences that have been written are short, simple and easy to understand.

EVALUATION OF WRITING, PRESENTATION & SUITABILITY OF PURPOSE

The writing style is formal but is very easy to read as very short, snappy sentences have been written. I think that the font size 10 has been used but I cannot exactly state which type of font has been used far as I know this font is a sans serif font. The sans serif font makes the writing easier and clearer to read. The Sub headings are all using special effect bold and also the font colour has been changed to navy blue. The font for the paragraph text is the colour grey. I like the way the colours contrast. The main headings on top of the page are the colour gray with bold effect whilst the background is navy. This is eye catching and attractive to seek readers attention. Under each sub heading a paragraph is written. I have realised that after each paragraph there is a space. This makes it easier for the readers to read the text.

DOCUMENT FIVE

LEAFLET “Understanding your bill” (Northumbrian Water)

PURPOSE

The purpose of this leaflet is to inform and explain to customers about how to make payments of bills to northumbrian water.

TARGET AUDIENCE

The target audiences are the customers of Northumbrian water who pay the bill. This is highlighted clearly by the heading of the leaflet “understanding your bill” The word “your” emphasises that the leaflet has been precisely written for the person who is paying the bill.

CONTENT

The content of the leaflet explains where the money the customer pays goes to, how to pay the bill, questions from customers and answers from clients. The leaflet also promotes its online services on the first page as well as highlighting the services it offers on page three. There are items of information which have been mentioned in the leaflet, they are the following Northumbrian waters address, telephone number, email address

and website address. There is quite a lot of factual information presented in the leaflet such as prices for charges.

LAYOUT

The page orientation of the leaflet is portrait. The layout of the text on the pages is double column width. The leaflet is a special size but the leaflet looks as though it has been written onto an A5 landscape orientation paper and then folded into half to form a portrait orientation leaflet.

The information in the leaflet has been presented using bullet points; the bullet points help the reader to understand the information clearly.

On each page on the heading two images have been used, first image is of a duck and the second image is a puddle of water. All the pages have large headings at the top which are always coloured in contrast to the background. They also include the bold effect. The price of charges on page 4 uses a table to present the information. This informs the reader clearly about the services. Page 7 I think is reasonably unique this is because each step has been numbered by number bullet points and each step is separated by a line. Alongside the line instead of writing how to pay the bill the writer has used logos of the company's which take payments for bills. The logos have been presented alongside the list of instructions.

Key features have been highlighted throughout the document by presenting them in boxes and shading the background colour different from the rest of the document.

Page 8 the text is presented in two columns. There is an image of a sales assistant which is meant to be answering the questions on the page. There is an image of a child in this case is a customer who is asking a question. The questions are written as sub headings and underneath the sub headings the answers have been written. Each question as a line between it.

ACCURACY & RELIABILITY

Overall the leaflet has been written professionally. The leaflet has a direct appeal to the reader. The readability of the leaflet is easy to read and understand as no long complicated words have been used. Very simple short words have been used throughout the whole document.

The accuracy overall is very reliable this is because there are no mistakes in spelling, no errors in grammar, not many words have been used but the sentences that have been written are short, simple and easy to understand.

EVALUATION OF WRITING, PRESENTATION & SUITABILITY OF PURPOSE

The words are clear, simple and concise to understand; because bullet points have been used the presentation is more readable. There are many sub headings to which a paragraph or sentence has been written. I have noticed that a sans serif font has been

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used. The sub headings are a different colour (blue) to actual text. I like the way the sub headings have been coloured different instead of being underlined.

There writing style is mainly informative and as there is information on all services.

Writing style is also factual as prices are written. The text has been colour coded throughout the document to match the colours of the logo which are blue and green.