

Introduction

The main task that I have been given is to advertise a travel agency called Satia tours to the public. I will advertise by creating an attractive and eye catching website so that I can get the maximum amount of customers. Firstly I have to design a logo which will represent the company and then I have to paste the logo onto Microsoft Publisher in which I will be making my website. After that I will collect information about the travel agency i.e., when the company was established, what they provide etc. Thirdly I will finish the website by adding hyperlinks, information and pictures to it. Then I will make a report of how I created my website so that other people can take help from it

To accomplish this main task I will break it into five smaller tasks. These tasks are:

1. Collecting information about the travel agency.
2. Creating a logo
3. Writing reports and adding hyperlinks
4. Creating the webpage
5. Advertising the travel agency

Collecting information about the travel agency

I can do this task by searching for information on the Internet with various sites and then I would copy the information to my computer and save it. I will not do this because the information can be biased as the author of the website is most likely to be unknown.

I can also do this task by asking the agency's customers about the agency; I will ask a couple of people information about the company as all the information might not be known to one person. The reason why I won't use this method is because people are likely to have different and possibly biased views about the company.

The method that I will use to collect the information is to ask the company directly. I will ask them all the questions to get the information that I need. The reason why I will use this method is because it is likely to be correct and trustworthy as I will be getting it from a primary source.

Creating a logo and a slogan for the travel agency

I can create the logo and the slogan by hand using a paper and a pencil/pen and then scanning it on the computer but I will not do this because it will take too long and also because it is most likely to be scruffy compared to a computer drawn.

I can also do the task using Microsoft Word but I will not use it because it provides less drawing tools than a paint program like Microsoft Paint. This means that the drawing created in Microsoft Word will not be as good as the drawing done in Microsoft Paint.

I will do this task by computer using Microsoft Paint because it much easier to draw e.g. curving the line is possible with Microsoft Paint and also because it is very easy to erase errors without wrecking the whole drawing.

Writing reports and adding hyperlinks

I can do this task by hand using a pen and paper but I will not do that because the finished reports will look very un-professional and also because they are likely to be scruffy compared to a computer typed report.

I can also do this task using WordPad but I will not use it because it has fewer features e.g. spell checking option is not available and also because it is not a professional program like Microsoft Word.

I will do this task by computer using Microsoft Word because it has some really good functions to help create the report easily as well as edit it. It also has spelling and grammar checker which is a very good tool for checking spelling and grammar errors in the work.

I can add hyperlinks using Microsoft FrontPage but I will not because it is much more complicated to use than Microsoft Publisher and also because I am not used to it which means that it will take longer to deal with the hyperlinks.

I can also use Adobe Dreamweaver to add hyperlinks but I will not because although it has a capability of making better websites than most other programs the disadvantage is that it is very complicated to use. The HTML and many other codes would have to be typed manually which means that it is not appropriate for beginners.

I will do this task by computer using Microsoft Publisher because it has a lot of tools for adding hyperlinks and they are very simple to use as well. You can easily hyperlink text by right clicking the word and then following the steps in the hyperlink wizard.

Creating the webpage

I can do this task by computer using Microsoft Word but I will not use it because unlike Publisher it does not provide templates and it has fewer features than Microsoft Publisher (for making websites) which makes it a little harder to create websites.

I can also do this task using Open Office writer but I will not use it because it is a hassle as it is not a proper publishing program. The other reasons are that it provides less choice of font styles and other features as well. Open office writer is also slower in operating than Microsoft Publisher.

I will do this task by computer using Microsoft Publisher because it provides a lot of tools to make creating WebPages easier e.g. giving the page number at the bottom of every page which makes it easier to select the page you want to view just by clicking the page number.

Advertising the travel agency

My main task is to advertise the agency. I will have to advertise in such a way that it catches the attention of many people so that the company can get publicized.

The following are some of the several ways that I can use to advertise the agency:

1. Newspaper/Magazine advertising
2. Television advertising
3. Radio advertising
4. Billboard advertising
5. Transit advertising
6. Advertising with leaflets
7. Advertising in yellow pages directories

8. Advertising online

Newspapers/magazines:

I can advertise the agency in a local newspaper either every day of the week or at least on Sundays when everyone is at home and are more likely to read the newspaper. I will have to choose the size of the page that I want to buy from the newspaper company (full or half) and also what I want to put in my advertisement.

<u>Advantages</u>	<u>Disadvantages</u>
A lot of information can be added in the advertisement as it is a full page and there is no proper limit to how much you can write in that page.	Fee has to be paid for advertising which can get extremely high, about £10,000, depending on the type of newspaper e.g. national or international.
Newspapers are a very popular thing. More than half of the people read a newspaper every day and about seventy one percent of the people read a Sunday newspaper.	Not everyone reads a newspaper. There are still a very huge percentage of people who are not interested in reading newspapers.
It is easy and convenient because all you have to do is tell the newspaper company what you want to add in your advert and they will do it for you.	It does not give a full clear image to the reader of how or what the company is about because it has only pictures and text. There are no sounds or videos included to give a more realistic image to the reader.

I will not use this task because it can cost a lot. The prices can reach over £10,000 and the information is very limited compared to a websites in which you can write dozens of pages. Newspaper advertising is also not good because it doesn't give a realistic picture to the viewers like the way a TV does.

Television:

I can also advertise using TV. I will make sure that the advert comes on such times when everyone is there to watch it. Those times could be when people are home from work, or on weekend when the whole family is together at home watching T.V. this would make sure that more people see the advert.

<u>Advantages</u>	<u>Disadvantages</u>
TV's are very popular. Over ninety percent of people have a TV and watch it more frequently then they do anything else besides working or studying.	Although a very high percentage has a TV there are still some people who do not have a TV and so the advertisement will not reach them.
It gives a very realistic picture of what the advertisement is about. Sound and video creates the accurate image of what the advert is trying to express.	It can cost a lot because the advertisement will be to a very high audience. The prices can get really high if you want to make your advert last longer.
The specific target audience can be reached easily. If you wanted to advertise to adults then you would do so by advertising between adult programs, or if you wanted	The advert would have to be repeated several times so that everyone can catch the meaning of the advert clearly or else advertising on TV would be just pointless.

to advertise to children then you would advertise between cartoons etc.	
---	--

I will not use this method because it will cost a lot to repeatedly advertise on TV especially at times when there are a lot of viewers. The other reason is that if I were to advertise with a local TV station then it would mean that my advert will reach very few people and to do advertise nationally or internationally would cost too much money.

Radio:

I can advertise on radios by buying adverts from the radio stations. They usually give 30 or 60 seconds time for advertising. I will make sure that the advert is simple and gives a reasonable amount of information to the listeners.

<u>Advantages</u>	<u>Disadvantages</u>
Many people listen to it especially if they are going to work or coming back from work which means that there is a possibility of more customers.	Less people listen to radio than watch TV because it is less entertaining which means that the advert would reach less people.
It is very cheap to advertise on radios compared to advertising on TV. It can cost nearly half as much as a TV advertisement.	A radio does not give a clear and a realistic image like a TV does. Many people are likely to get bored of listening to adverts.
If you say the advert yourself than the listeners would feel that they know you. Many people tend to buy from people that they know and if they hear your voice then they would feel like buying from you.	The amount of information that can be expressed is very limited compared to a website in which you can write as many things as you want.

I will not advertise on radio because it can get expensive if the advert was to be broadcasted at morning times, when people are going to school or work and are very likely to listen to it. The other reason is that it has limited information and creates a less realistic image to the listener. This will have half the impact that a TV advert would have on a viewer.

Billboard:

I can also advertise using billboards. Billboards are big posters hung on motorways or on main streets and roads. They can have a very big impact on people as they are very big. I will have to make sure that the advert is short because the billboards are mostly on motorways or on busy roads where drivers only get to have a glance at it as they are driving at fast speeds. I will have to make sure it is interesting or else no one would want to even look at it again.

<u>Advantages</u>	<u>Disadvantages</u>
Billboards are very big which means that they will catch a lot attention especially if they are on a main road or a highway.	Billboards have very restricted information which means that it might be pointless trying to advertise a new company as no one will be aware of what the company is about and would need more detailed information about it.
Unlike TV or radio advertisements billboards can be seen by anyone during	They can get damaged very easily as they are exposed to rain, wind and vandalism.

anytime of the day or night as they are hung high for twenty four hours.	Vandals are likely to do graffiti on them which will mess the whole advertisement.
They cost very less compared to most advertisements e.g. a full page of newspapers will cost you about £10,000 dollars for a day whilst a billboard would only cost £10,000 for a month .	Outdoor advertising companies may take a long time before they are willing to create and maintain the billboard.

I will not use the billboard method because it is mainly for big brands like VW, Argos etc. This is because the text needs to be clear to the public and for big brands even short sentences would give an idea to the viewer of what the advert is about. Whilst for a small business no one will know what the advert is trying to express if it is too short. They won't know what the company is about, what deals it gives etc.

Transit advertising:

I can advertise using transit advertising. Transit advertising comes in many different types, advertising on and in buses or taxis. Advertising on vans that have big billboard type advertisement attached to them and they drive around all day showing everyone the advertisement. The vans drive for about 17 hours a day around cities and town centers and many other possible places to advertise. This makes it sure that the advert is seen by anyone anywhere.

<u>Advantages</u>	<u>Disadvantages</u>
It catches the eye of everyone, especially if the vans with billboards are driven, as they are unusual things on the road. This lets the advertisement be read by everyone as well.	It is not exposed 24 hours of the day as stand still billboards are which means that there is a possibility that less people will catch the advert.
It is very effective because it is like pulling a big bus stop poster and smacking in front of people's eyes.	People on mass transit like a bus are not in the mood to look at them or they might see them so much that they will just miss them.
Audio system can be added to the advertisement to make sure that it catches the attention of many people.	The environment or surrounding might mess the advertisement e.g. a scratched van, or a dirty bus would wreck the whole advertisement.

I will not use this method because it is more expensive than a website and it also has a very small limit for the amount of information that can be added which means that not many will know what the advertisement is about as the agency is new in business and no one knows what they exactly specialize in etc.

Advertising with leaflets:

I can advertise using Mail order. Mail order comes in many forms but one of the main one and the one I could possibly use is leaflets. I can design very attractive leaflets and then I can send them to different houses either using volunteers or by paying leaflet distributors to distribute leaflets in different streets. The thing is that I will have to expect small effects from a large distribution of leaflets because many people tend to throw their leaflets away.

<u>Advantages</u>	<u>Disadvantages</u>
-------------------	----------------------

The company can be advertised easily. All you have to do is send people around to different houses to post the leaflets.	Many people are likely to regard them as junk mail and will throw them away without reading or probably even checking what they are about.
It is also very cheap because you can just do the job yourself. You can send people willing to do the job for free for you. This will save a lot of money compared to a TV and many other types of advertisement.	Very low returns are expected as no one wants to waste their time reading them. Sometimes the expected return can get as low as one customer for every five thousand printed leaflets.
The leaflets can be made in any possible manner. They can be very attractive and can have a lot of information. This would mean that other people will get to know a lot about the company.	The distributor for leaflets can not be trusted as most leaflets end up in bins or in gutters. Most people get tired or they cannot be bothered distributing the leaflets and so they either throw them away or they put more than one leaflet in a house.

I will not use this method because it is not as effective as other advertisements. It gives a very low return of customers compared to many other types of advertisements. This can cost a lot of money and the other reason is that the leaflet distributors cannot be trusted. They are very likely to cheat by throwing them in the bin or by putting more than one leaflet per house just to make the job easier for them. Basically it is not better because not many people pay attention to it.

Advertising in yellow pages directories:

I can advertise the agency in yellow pages. I will make sure that I get to buy a full page so that the advert can be eye catching. I will further improve it by using bright colours and pictures with bold headings so that it is easily caught by the eye of readers.

<u>Advantages</u>	<u>Disadvantages</u>
Many people use the yellow pages directories in the UK. A survey showed that 84% of UK adults use yellow pages to find new businesses and also for other possible reasons. This means that the advert will be read by a lot of people.	There are still a small percentage of people that do not use yellow pages which means that it would not reach everyone.
A full page can be bought and has an option of being in color which means that it will be very useful, as the pages are very large and they can catch attention of readers very easily.	Even the percentages that do use yellow pages are not very likely to look mainly at the adverts. They will most probably look for phone numbers and ignore the adverts.
It is very cheap compared to a newspaper which can cost over £10,000. Yellow pages have prices starting from as low as £30	Although they are very cheap they can still cost a lot for a single page of color compared to websites.

I will not use this method because it does not give a really realistic image like a TV or website does. They are likely to be ignored by many people as many people believe that advertisements are likely to be tricky or exaggerated. Advertising in yellow pages

directories can also cost a lot if it is compared to a website which can cope with much more things like video and audio and still costs less than the yellow pages directories.

Internet:

I can advertise on the Internet by making a website. I will have to make sure that the website has no spelling mistakes. It has a variety of interesting features e.g. a weekly article so that viewers do not get bored. I also have to make sure that the website does work properly e.g. all given links apply when they are clicked, this would attract more customers as they would know that the agency is professional and organized.

<u>Advantages</u>	<u>Disadvantages</u>
Maximum amount of information can be given. There is no limit to how much information can be given. You can add as many pages as you want to the website.	The website will not be known to everyone. Other types of advertising would still have to be used a few times e.g. TV, radios, newspapers to first advertise the website and the company.
The website can be viewed by anyone from any corner of the world. This means that there is a possibility that there would be more customers for the company.	To publish the website, access is needed to the website and also many people might not want to surf the internet because they spend more time on TV.
It is much cheaper than advertising with any other type of advertising method e.g. radio, TV etc.	A service provider would be needed for publishing the website on the web which can cost money.

I will use this task because it is the cheapest which means that it is good for the company as it is a new one and it might be encountering financial problems. The other reason is that a lot of information can be added to the website which is very useful for a new agency because the customers need to know exactly what the company gives and how long for, what it specializes in etc.

Ease of use

My finished website will be easy for anyone to use because it will be in simple English and also because it will have hyperlinks to all the pages from every page. This will make it easier for website visitors to browse the website. I will also include many pictures which will make sure that visitors to the website will not get bored of browsing the website. For the company it will be easy to edit the website because websites will be created in Microsoft Publisher, with which handling with websites is very easy. The company will just have to open the file and edit whatever they want to edit and then publish the edits onto the web.

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