

## Scenario for the Assignment

Setting the scene for assisting a new on-line company.

You have just started work as a trainee for a new on-line company which streams the latest movie releases to customers. The company is called MStreamIT and is the idea of entrepreneur Adam Weinberg. MStreamIT has thousands of movies which can be streamed to any TV, computer, laptop, tablet, smart phone or games console.

The business will offer three different packages:

- a monthly membership fee of £6.99
- 'Stream-as-you-go'
- 'Stream-as-kids-go' top-up cards.

Adam has employed a small team to help the business whilst it is starting up but has big ideas for the company and would like it to become a household name.

'The Animated Movie Event' exhibition will be taking place in London. Adam feels this will be a good platform to showcase the company and encourage more customers to sign up to one of the MStreamIT packages.

The contact details for MStreamIT are:

Adam Weinberg, Director, MStreamIT, 5 The Barn, Westwood Way, Coventry CV7 7OV

Telephone:	01632 960044
Office contact hours:	<u>8.30 – 5.30 Monday to Saturday</u>
Staff emails:	director@progress-media.co.uk manager@progress-media.co.uk sales@progress-media.co.uk technicalhelp@progress-media.co.uk

Before Adam set up the business, he did some research and already has a list of customers. More customers are registering all the time.

Adam has given you the following electronic files which you will need to complete your tasks:

- adverttext
- customers
- kidsmovies
- letter
- report.

You will need to decide when and how to use these files appropriately to complete your tasks. You should familiarise yourself with the data contained in them to help you.

As you work through the tasks you can make your own choices when formatting your documents. However, the formatting should be suitable for the target audience and used consistently.

You have been given six tasks to do. To do the tasks successfully you will need to:

- produce solutions that address the requirements of the tasks, ensuring that the solution is suitable for the target audience
- extract data from a range of sources and present it in a user-friendly format
- clearly record and display your findings
- transfer data between applications
- produce integrated solutions incorporating a range of:
  - software applications
  - software features
  - automated actions
  - formatting techniques.

You should ensure that all your files and folders have meaningful names and that you use appropriate version control where necessary.

When completing task 4 appropriate use of wizards is permitted.

You will need to refer to the marking criteria grid when completing this assignment.

**Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.**

## Your Tasks

### Task 1 – Company image

#### Parts of Learning Outcomes 1, 3 and 4

MStreamIT needs to adopt a professional approach when communicating electronically with its customers. All customer enquiries must receive a response within 24 hours, even if the person who has been emailed is not at work that day.

- A. Adam would like you to set up your email system using tools and features of email software to help portray a professional and efficient company image.
- B. Produce an information document which explains to all employees the importance of email etiquette and the tools and features of email software they will need to use.

### Task 2 – Promotional material

#### Learning Outcomes 3 and 4 and part of Learning Outcome 1

MStreamIT needs you to help promote the company in order to increase customers.

- A. Adam has bought some advertising space (6 cm wide by 12 cm high) in a magazine. He needs to make the best use of this space to encourage people to visit the exhibition stand. He can only afford to advertise in one edition.
  - Create a suitable advert. Adam has provided some text for the advert which he would like you to use.
- B. Adam is also planning to promote the special 'Stream-as-kids-go' top-up card at the exhibition. A parent or guardian must register their details and that of the child/children to ensure that the top-up card can only be used to buy movies with the correct certificate rating. An adult can top up the cards from as little as £5.00 up to £50.00. With over 50 suitable movies available for instant viewing, these cards make a great present.
  - Use the internet to source suitable images for a publicity solution for the 'Stream-as-kids-go' top-up card. Record the copyright details of these images so that Adam can request permission to use them.
  - Produce an item of publicity that Adam can use to help launch the 'Stream-as-kids-go' top-up card as well as to promote the company.

### Task 3 – Calculating predictions

#### Learning Outcome 2 and part of Learning Outcome 4

- A. Adam has provided some data from the first quarter (three months). This shows details of the range of movies which MStreamIT currently has available for the 'Stream-as-kids-go' package and the number of purchases of each movie. Adam has set a target revenue of at least £7,500 per quarter from streaming these movies.

Develop a solution to record:

- the categories and details of movies that have been streamed
- movies rated certificate PG
- the total purchases for each movie
- the five most popular movies
- the total purchases for each category in the first quarter
- the average number of purchases for each category in the first quarter, rounded to the nearest whole number
- whether or not Adam has achieved his target revenue.

- B. Market research has suggested that if you decrease your price by 10% this should lead to an increase in sales of 10%. Analyse if it would be worth Adam considering offering a 10% discount.

### Task 4 – Membership data

---

#### Learning Outcome 2 and parts of Learning Outcomes 3 and 4

When completing this task appropriate use of wizards is permitted.

The sales team MStreamIT has asked you to update some customer records. The details that need to be updated are as follows:

- Kudwick Bosko has moved abroad and has asked to cancel his monthly membership.
- Rebecca Jackson has moved to: 29 Chester Road, Fleetwood, Blackpool, FY7 9PP.
- Miss Phoebe Jacques, has just registered for the monthly subscription option. She lives at 9 Blackberry Close, Yate, South Gloucestershire, BS37 8YA. The certificate age block she has selected is 'PG'.

- A. Amend the **customers** data so that all records are up to date.
- B. Miss Jacques needs to be sent her new membership details. Create an address label so that the registration documents and membership details can be sent to her.
- C. Adam would like to send some publicity information to all 'Stream-as-you-go' members who registered before April 2012.

Provide a list of contact details of customers who should receive this information, in alphabetical order of last name. Provide evidence of how you produced your outcome.

- D. Adam would like to send a mail shot to all customers to inform them of the special offer if they introduce a friend or relative.

Use the draft letter Adam has given you to prepare a mail shot to be sent to all customers.

### Task 5 – Business solutions

---

#### Learning Outcomes 3 and 4

Adam has drafted some text called **report** which he must send to all staff; this includes updates from the technical and sales team, the latest promotional offer as well as an analysis of 'Stream-as-kids-go'.

Use the draft text provided combined with data you have created (from Tasks 3 and 4) to produce a report in an appropriate format for Adam to send.

### Task 6 – Security

---

#### Part of Learning Outcome 1

- A. Adam is concerned about losing company data. Take appropriate measures to make sure that the files you created are protected from accidental loss.
- B. Make sure that all the files are stored in a logical filing structure so that they can be found easily by any member of MStreamIT staff who has access to your files.