

Project 1a

Publicity Package

You need to create a promotional package for a newly formed business (this could be the business that you create the database for in Project 1b)

The business has only recently been formed and the Manager [insert a name of your choice] needs to give the business a more professional image. As part of the businesses publicity materials you are going to create the following:

- A logo for the company
- A business card
- Letter headed paper
- A catalogue (eight pages telling customers about the business and all the great products that are sold)

All your work **must** have the following:

- Headers and footers with name, candidate number, centre name and number and the course title
- Clear annotation
- A bibliography of the sources of information that you have used