

### **Task One – State the purpose of the work**

- What your business is called
- What does the business do.
  - What do they sell
  - What services do they provide
- How long they have been established
- What the manager wants you to create
- What difference having publicity materials make to the business
- What information you will have to include on each document
  - Write about the logo, business card, letterhead as separate items
  - The catalogue is going to be eight pages long. Write in some detail about the contents of these pages
- Where you will get your information from
- Which software you will use to produce each document and why

Mention each of the 4 items you are creating separately

This covers **“State the purpose of the work”** from the mark criteria

**Time Target: 1 lesson**