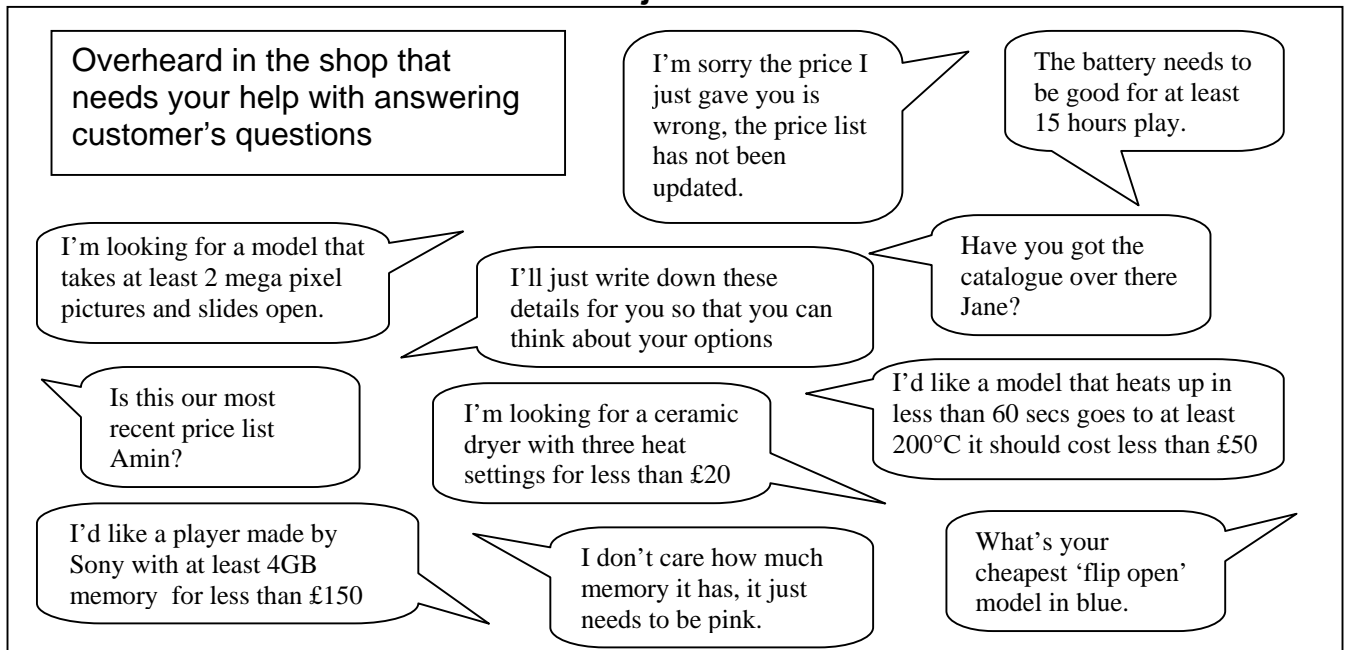


Project 1b



The scenario: Creating a database for a shop.

You have been asked by a retailer to solve a customer service problem they have in their stores.

At the moment the store works like this:

All the information about products sold is stored on sheets of paper in one A4 binder behind the cash desk. This system isn't very satisfactory, as these sheets are easily torn or lost.

The biggest problem, however, is that there are at least six salespeople working in the shop at any one time, and if one salesperson is using the folder, it means that any questions a customer asks one of the other salespeople can't be answered straight away.

Customers need help on things such as the name of product, price, colour, features etc. Some customers are not prepared to wait, and so the shop is losing business with its current set up. The salespeople need to be able to access the information the shop has about its products more quickly, and all of the salespeople need access at the same time.

To improve customer service you will have to set up a database that will reduce the time spent by staff searching for the answers to customers' questions. You may choose which type of shop to make the database for (e.g. mobile phones, MP3 players, hair care accessories, jewellery, etc.)

However, **you must be able to gather information from a catalogue – cut out & stuck onto paper as non-ict source material.**

Your Deadlines

Your teacher will set deadlines for certain points in the project. These deadlines **MUST** be met. Even though there is not a specific amount of work to complete each lesson, to meet the deadlines you must ensure that full effort is given in **EVERY** lesson.

Do not be tempted to rush ahead. There is plenty of time allowed for you to complete each task. You must complete every task as laid out in this booklet or you may come unstuck and end up with a **large piece of work worth very few marks.** For the written tasks, guidance and writing frames are provided to *help* you. You still have to think and use your intelligence to complete these tasks. Do not expect your teacher to do any more than explain each task to you. This is **your** coursework after all.