

OCR Nationals Assignment

Unit 1 – Business Skills

Downloadable Tunes

You have been employed to assist with the expansion of a 'downloadable tunes' internet business and will complete a variety of ICT tasks to promote the business. The company website already includes numerous singles and albums which can be purchased online so that customers can download the tunes they require.

The company was previously run by one person from their home – it started as a hobby but has taken off. The website was created and customers have been accessing the site, ordering the tunes online and then after making a payment they are able to download the tracks in a format to suit them.

The business owner has been recording all details by hand but it is becoming apparent that if the business is to survive it needs to:

- produce professional documentation that can be used to promote the business, including a newsletter
- record business transactions in a spreadsheet
- record customer details in a database

Finally you will produce an electronic slide presentation about the company.

Downloadable tunes are based at:

Downloadable Tunes
1 Coventry Square
Coventry
CV1 3HQ
024 76 470033