



AS1

What are you aiming for?

Task 1

The following aims have been slightly adapted to make them easier to understand. See if you can match them to the organisations below.

	Statement
1	To be admired all over the world for financial services and to be recognised for innovation and customer focus
2	To be the number one leader in world travel
3	To bring inspiration and innovation to every athlete in the world
4	To ensure quality of service from the first customer enquiry through production or processing to final delivery, on time and with complete customer satisfaction
5	To maintain a stable and efficient framework for money and finances
6	To organise the world's information, making it easy to understand and useful
7	To provide customers with safe, good-value, point-to-point air services

Organisations	Statement number
Bank of England	
Barclays	
British Airways	
EasyJet	
Google	
Nike	
Packwell D & S Ltd	

Task 2

Look up each of the organisations above and study their aims. Note that these may change from time to time. Choose one organisation and, in your own words, write down one aim for that organisation.

Name of the organisation: _____

Aim: _____



AS2

Short or long?

An organisation draws a set of objectives to plan for the future and support its aims. A short-term objective may be achieved within one year, while a long-term objective will be achieved over a period of years.

Write down whether the following objectives are short term or long term. Explain why.

Objective	Short or long term?	Why?
To cut prices to boost sales		
To buy a new machine to increase production		
To ask managers to save money by reducing their spending for the next financial year		
To introduce new quality checks into the workplace		
To increase profits by 10% each year		
To launch a new service		
To reduce staff costs through redundancy		
To develop a training programme for school and college leavers		



AS4 Which area?

This is a list of the functional areas that may be operating within the business you are studying. For your assignment, you will need to explore and describe only the areas that relate to your business. However, to help you work out the activities of each functional area, complete the following task.

Write down the correct functional area for each activity below.

Functional areas			
Administration	Marketing	Distribution	Research and development
ICT	Production	Human resources	Purchasing
Sales	Finance	Customer service	

Activity	Functional area
Dealing with customer complaints	
Writing new advertising campaigns	
Going out to meet possible new customers to give free samples	
Making sure data is backed up	
Planning vehicle routes for delivery drivers	
Producing monthly accounts figures	
Answering customer telephone calls	
Maintaining the company's website	
Carrying out market research to find out what customers might want in the future	
Researching the best quality of goods for the organisation and writing a contract to buy them	
Arranging induction training for new employees	
Typing letters and newsletters to be sent	
Sending emails	
Coming up with new types of products	
Carrying out exit interviews with employees who are leaving the company	
Sending the tax return back to the Inland Revenue	
Checking the quality of goods produced	
Sorting out storage for goods in warehouses	
Paying invoices	
Sourcing supplies of new products	
Negotiating with suppliers for cheaper prices	
Repairing computers that have gone wrong	
Preparing press releases for newspapers	



AS5

Chiltern Cold Storage Group Ltd

Chiltern Cold Storage Group Ltd in Peterborough makes good use of ICT to help integrate its functional areas. It uses a Satellite Vehicle Tracking System to locate where all of its distribution lorries are at any one time. With this tracking system, the company is able to integrate a number of different functional areas.

Customers are able to track where the lorries are, when they are both delivering and collecting goods. Goods can be tracked and information is regularly updated every 15 minutes. This means very efficient **customer service** as customers can be updated and plan their schedules around the arrival of the lorries.

The **marketing** team is able to use this high level of service as a selling point for potential customers by including it in their advertisements and mentioning it on their website.

The **distribution** team can track the level of goods in warehouses up and down the country. They can also monitor any areas where there might be problems. This is very important for Chiltern Cold Storage, as the company's products are chilled or frozen. On the company's extranet, customers are able to view the levels of goods held by Chiltern that are waiting to be distributed for them.

The system is able to monitor the journey time, the amount of fuel used, the speed that drivers have been driving at and how long they had to wait at a collection point. This information can be sent through to the **finance** team. They will calculate expenses and costs for each journey. The company's expenses can be calculated more quickly and more easily than if it was done by hand.

If the company wants, it can also calculate any overtime or other payments that need to be made to drivers when they have worked hours over their contract. This information can be given directly to the **human resources** team so that they can then make the payment automatically.

Complete the following tasks:

1. Draw a poster or produce a chart showing how ICT helps Chiltern Cold Storage Ltd to integrate its functional areas.
2. What are the advantages of using ICT to integrate functional areas in this way?
3. What are the disadvantages?
4. Carry out research into one other company that uses ICT to integrate its functional areas.



AS6

Functional area word search

See if you can find the nine functional areas hidden in the word search below. Then explain what they mean.

Clue: In three instances two words are needed!

D	P	S	E	R	V	I	C	E	N	A	M	U	H
Y	R	J	S	S	A	L	E	S	S	G	F	C	O
H	O	D	H	E	S	E	C	R	U	O	S	E	R
A	D	M	I	N	I	S	T	R	A	T	I	O	N
K	U	J	F	I	N	A	N	C	E	L	I	N	X
S	C	U	S	T	O	M	E	R	U	C	I	S	R
H	T	V	Z	O	R	R	F	L	T	K	I	O	P
D	I	S	T	R	I	B	U	T	I	O	N	A	S
E	O	R	Y	O	G	N	I	T	E	K	R	A	M
U	N	Q	G	W	E	E	A	J	F	C	E	S	B
A	H	H	O	J	A	H	G	O	N	A	A	S	X
D	E	P	U	R	C	H	A	S	I	N	G	P	R
D	H	Q	Y	E	S	H	C	R	A	E	S	E	R
D	E	V	E	L	O	P	M	E	N	T	F	F	S

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____
