

Paper Reference(s)

1185 3185

Edexcel GCSE

Information & Communication Technology

Case Study

Summer 2009

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Turn over

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1185/3185 SCENARIO 2009

Setting the Scene

'Pineforyou' is a small company that manufactures pine furniture. The company was started in 1997 and has become more and more successful over the years. Due to this success the company has decided to move to a large, modern, purpose-built manufacturing unit.

The new unit will provide:

- a manufacturing area where furniture will be designed and produced
- an office area to deal with the day-to-day administration relating to manufacture, sales and promotion
- a shop where customers will be able to view and purchase the standard furniture ranges. Customers will be able to order items designed to suit their individual requirements.

The company has decided to use the move as an opportunity to incorporate new technologies in all aspects of the business.

A computer network will be installed with workstations in all areas.

Customers

'Pineforyou' has built up a wide customer base with many loyal customers returning to purchase additional items. The company is very keen to keep these customers up-to-date with new products and to attract new customers.

Promotional material, such as information about reduced price sales, is sent out to customers who have purchased furniture in the previous two years. The company intends to notify existing customers of the new developments.

Customer details are held in the CUSTOMER-FILE database.
Here is part of this file.

REF. NO.	SURNAME	TITLE	INITIAL	POST CODE	LAST PURCHASE DATE
06086	Jones	Mr	S	SR4 9JK	01/02/07
98103	Sangha	Mr	G	NE24 6HY	05/06/05
97065	Durran	Mrs	E A	NS54 81H	06/12/08
02105	Courr	Mr	B	DH2 7HG	16/10/08
05076	Jackson	Miss	G	SR6 9PF	06/12/06
97067	Barkley	Miss	D G	ST56 9JH	21/09/07
99043	Vandber	Mrs	K H	DS21 8TS	19/01/09
98120	McKay	Mr	M	NE30 7HA	30/11/07

A regularly updated website has been in existence for several years. The company is hoping to develop its website to allow customers to order furniture on-line in the future.

Furniture

‘Pineforyou’ manufactures two standard ranges of furniture, the ‘York’ range and the ‘Chester’ range. Stocks of these are held on site. It also manufactures furniture designed to suit customers’ individual requirements.

Details of stocks of standard furniture are held in the STAND-FURN spreadsheet.

Here is part of the STAND-FURN spreadsheet.

	A	B	C	D	E
1	STOCK NUMBER	STOCK NAME	OPENING STOCK	CLOSING STOCK	COST PRICE
2	YBC600	York 600cm Bookcase	57	22	£345.00
3	YBC500	York 500cm Bookcase	49	32	£124.00
4	CWR600	Chester 600cm Wine Rack	65	50	£229.00
5	CCB600	Chester 600cm Cabinet	68	35	£425.00
6	YWR500	York 500cm Wine Rack	143	57	£189.00
7	CCB500	Chester 500cm Cabinet	27	22	£367.00

The company uses the data collected to help identify manufacturing requirements and to analyse sales of items over time.

Additional Information

‘Pineforyou’ has a small number of administration staff who have been involved in designing the layout of the new office area. During this process health and safety issues were given a high priority.

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