

## Criterion A: Initial investigation

### Summary of problem

My uncle, Keith Findlater (**client**), is a local photographer. His business currently relies on 'word of mouth' advertising among his family, friends and the people who have used his photography and consultancy services.

At the moment Keith is not making sufficient income from his photography business for him to develop it further. In fact, he has been forced to take on another job to make up for the shortfall in income from the business. Keith believes his photography business would be more successful if he could reach a wider audience and make them aware of his photography and related services including his consultancy work (**problem**).

An interview was carried out with Keith on 4<sup>th</sup> June 2008.

### Explanation of inadequacies of current situation

As Keith states in his interview, "Business is not growing as quickly as I would like, I need to make more people aware of my services."

Because Keith has had to take on a full-time job to cover costs, he can only work on the business in the evenings and at weekends". He also said "I need to make it possible for more people to see my photographs. Only then can I get business to pick up".

It is hoped that by providing Keith with an IT solution to the problem that he will eventually be able to work on this business on a full-time basis.

Word count = 231

### 3 marks

The client, Keith Findlater is clearly identified. There is a reference to the interview ("As Keith states in his interview...").

The present situation and inadequacies are explained:

- Keith is not able to make enough income from this photography business because he feels that he does not have enough exposure to a larger audience.
- He has had to take on an additional job and can only work on his photography business in the evenings and weekends.
- At the moment the only publicity is through family, friends and persons who have used his photography and consultancy services. He needs more people to see his photographs.