COMMUNICATION STRATEGIES AND WORKPLACE : “REPORTS”

Read the report and complete the gaps with the BEST HEADING FOR EACH SECTION

TASK 1

*Communication Interface for Internal Use Report*

*Technical Support*

*Conclusions and Recommendations*

*Cost*

*Computer SOFTWARE Report*

*Advantages and Disadvantages OF*

*User-friendliness*

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**Date: January 10, 2010  
To: Joanne Mirou  
From: Melissa Noble  
Subject: **(1)

The following report compares two software programs and makes recommendations about the most suitable product for our company. I have researched software packages offered by various companies and narrowed my choices to two: Softronic and MediaCorp. The main criteria used when selecting the software were: 1. cost, 2. user-friendliness, and 3. technical support.

**1. **(2)  
  
Softronic offers a more competitive price in comparison to some other companies, including MediaCorp. The one-time price is $23,000. There is an annual user fee of $650, which includes installation, upgrades and technical support. The MediaCorp product has a slightly higher price and an additional fee for each upgrade. However, it does not charge an annual user fee. See the table below:

|  |  |  |
| --- | --- | --- |
| **Costs:** | **Softronic** | **MediaCorp** |
| Price | $23,000 | $25,700 |
| Annual fee | $650 | $0 |
| Upgrades | $0 | $250 |

**2. **(3)

Both companies sent demos of their products. I asked some staff to test them for user-friendliness. Our staff found that both products are easy to use and no extensive training would be required. Softronic offers free software training with a five-year contract for their services. MediaCorp provides manuals and training materials free of charge. The Softronic product may require additional upgrading of the hardware in some of our offices.

**3. **(4)

Both companies offer excellent technical support online and by phone.

****(5)

The Softronic product is a more cost-effective choice in comparison to the MediaCorp product. It meets our requirements and offers more flexibility by offering staff training and upgrades. The annual user fee raises the cost slightly but it seems to be worth it.

*TASK 2*

*NOW ANSWER THESE QUESTIONS*

1.What is the purpose of this report?Bottom of Form

a. to persuade management that a software solution is needed

b.to sell Softronic software to company management

c.to assist management in making a decision

2.What are the criteria used to assess/test the software? (there are 3)

3.What is the main disadvantage of the Softonic product compared with MediaCorp’s? (see the COST chart)

4.Which software company’s solution provides the most economical training for employees who prefer independent training?

5.What is the final recommendation of this report? (which software?)

6.Do you think the report is easy to read? What do you think makes it easy/difficult and why?|(for example, clear organization, clear language, brevity, table included for comparison etcetera)