Activity 2

Stage a2:

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**What is a flyer?**

A flyer is a printed sheet of paper used as a simple and effective way to share information with a wide audience. It is one of the oldest and most affordable methods of advertising and communication. Flyers are usually designed to be eye-catching, with bold headings, short text, and images that quickly capture attention. Their main goal is to deliver a clear message in a quick and easy-to-read format.

The design of a flyer is usually kept straightforward. Unlike lengthy advertisements or detailed brochures, flyers focus on one key purpose, such as promoting a product, announcing a discount, inviting people to an event, or creating awareness about an issue. Because they are small, portable, and inexpensive to produce, flyers can be distributed in public places, inserted into newspapers, mailed to households, or even shared digitally.

One of the main features of a flyer is its ability to attract attention instantly. Bright colors, attractive fonts, and images are often used to highlight the message. For example, a shop offering a “50% Sale” may use a flyer to advertise its discounts, making it easier to bring customers into the store.

Flyers are also valuable because they help businesses and organizations reach a large audience at a low cost. Small businesses, schools, and community groups often rely on flyers because they are affordable, flexible, and quick to produce. Even in the digital age, flyers remain popular because they can be both printed and shared online through email or social media.

In conclusion, a flyer is more than just a piece of paper. It is a powerful communication tool that combines simple design with effective messaging. Whether used for business promotion, community awareness, or event advertising, flyers continue to play an important role in reaching people quickly and efficiently.

**Importance of Flyers in Business**

In today’s competitive world, businesses need effective ways to promote their products and services. One of the most affordable and powerful tools used for this purpose is the flyer. A flyer is a printed sheet designed to deliver short and clear information in an attractive format. The importance of flyers in business lies in their ability to create awareness, attract customers, and encourage people to take immediate action.

Firstly, flyers are important because they are a **cost-effective marketing tool**. Unlike television or digital advertising, which can be expensive, flyers are inexpensive to design and print. This makes them especially useful for small and medium-sized businesses that want to advertise on a limited budget. With minimal cost, businesses can reach a large number of people.

Secondly, flyers help in **direct communication with customers**. They can be distributed in public places, handed out at events, or mailed directly to households. This ensures that the information about a company’s products, services, or offers reaches the target audience quickly and effectively.

Another important role of flyers in business is **building brand awareness**. A well-designed flyer with a company’s logo, colors, and message leaves a lasting impression on customers. It helps people recognize and remember the business whenever they need related products or services.

Flyers are also useful because they are **flexible and versatile**. A business can use flyers to advertise sales, introduce new products, invite people to events, or announce special promotions. This makes them suitable for a wide range of marketing purposes.

In conclusion, flyers play an important role in the success of businesses by providing an affordable, simple, and effective way to promote products and services. They help businesses reach their customers directly, increase brand visibility, and motivate people to take action. Even in the digital era, flyers remain a trusted and widely used tool for business promotion.

**What is the Purpose of creating one?**

A flyer is one of the simplest yet most effective tools of communication used by businesses, organizations, and individuals. It is usually a single sheet of paper designed with attractive visuals and short text to catch attention quickly. The main purpose of creating a flyer is to deliver a clear message to a large audience in an affordable and efficient way.

The first purpose of a flyer is **promotion**. Businesses often use flyers to advertise their products, services, or events. For example, a company may create a flyer to announce a new product launch or to highlight special discounts. Because flyers are easy to distribute in public places, through mail, or even online, they help companies reach potential customers directly.

Another purpose of creating a flyer is **awareness**. Nonprofit organizations, schools, or community groups may use flyers to inform people about important issues, events, or activities. Flyers are effective in spreading awareness because they are straightforward and can be quickly understood.

Flyers are also created to **encourage action**. A well-designed flyer usually contains contact information, a website link, or a call to action such as “Visit our store today” or “Register now.” This motivates the reader to respond immediately.

In addition, flyers are a **cost-effective marketing tool**. Compared to other advertising methods such as TV, radio, or digital campaigns, flyers are inexpensive to produce and distribute. This makes them especially valuable for small businesses with limited marketing budgets.

In conclusion, the purpose of creating a flyer is not only to inform people but also to attract their attention, raise awareness, and inspire action. By combining appealing design with concise information, flyers continue to be one of the most powerful promotional tools in business and community communication.



Flyer Design Process:

* **Open Canva**
* Search for **“Business Sale Flyer”**.
* **Choose a Template**
* **Edit the Template**. I chose the blue color because Blue is associated with security, stability, and trust, making it a popular choice for businesses to build customer confidence.  It can create a sense of calm and relaxation. Lighter blues can appeal to shoppers looking for good value. A blue logo or background can convey seriousness and reliability for a large cash & carry business.
* **Add Images**
* **Insert product images** (computers, phones, or whatever your company sells).
* Canva has free stock images, or you can upload your own.
* **Customize Colors & Fonts**
* Use **bold colors** (red, yellow, green, black) to grab attention.
* Keep headings **big & bold**, details **small but clear**.
* **Save Your Flyer**
* Download as **PDF** (for printing) or **PNG/JPG** (for digital use).