

The background is composed of several large, overlapping triangles in various colors: red, orange, yellow, teal, dark blue, and purple. The triangles are separated by thin white lines, creating a dynamic, abstract geometric pattern.

Heather
Sweeney
Designs



Heather Sweeney, Interior Design

- Specializes in home kitchen design
- Offers a variety of free seminars
 - Home shows
 - Kitchen and appliance stores
 - Other public locations.

Heather's Business

- Sells books and videos that instruct people on kitchen design
- Offers custom-designed consulting services
- Uses seminars to expand customer base

Description

- Heather wants to keep track of the following:
 - Customers
 - The seminars they have attended
 - The contacts she made with them
 - Their purchases

Description

- Heather wants to use the database to:
 - Continue to contact customers
 - Offer them products and services

What she has

*Heather Sweeney Designs
Seminar Customer List*

Date: October 11, 2014 Location: San Antonio Convention Center

Time: 11 AM Title: Kitchen on a Budget

Name	Phone	Email Address
Nancy Jacobs	817-871-8123	NJ@somewhere.com
Chantel Jacobs	817-871-8234	CJ@somewhere.com
Ralph Able	210-281-7687	RA@somewhere.com
Etc.		
27 names in all		

Additional information

- Customers may attend as many seminars as they like
- She would like to record customers even if they haven't attended a seminar
- A seminar is never offered with fewer than 10 attendees
 - should this constrain the database?

Customer contact

- Heather wants to be able to send a letter to customers after they attend a seminar.
 - She wants to refer to both them and the specific seminar by name
 - She wants to send the message as an email and a letter

Sales Invoice

- Heather has invoices that she wants to store in the database as well
 - She doesn't want to store the CC# due to security concerns

Example on the next slide

Heather Sweeney Designs
122450 Rockaway Road
Dallas, Texas 75227

Invoice No. 35000

INVOICE

Customer

Name Ralph Able
Address 1 3 Elm Street
City San Antonio State TX ZIP 78214
Phone 210-281-7987

Misc

Date 10/15/14
Order No. _____
Rep _____
FOB _____

Qty	Description	Unit Price	TOTAL
1	Kitchen Remodeling Basics - Video	\$ 14.95	\$ 14.95
1	Kitchen Remodeling Basics - Video Companion	\$ 7.99	\$ 7.99

Payment

Credit

Comments Visa
Name Ralph J. Able
CC # xxxx xxx xxx xxxxxx
Expires May-13

Tax Rate(s)

Subtotal	\$ 22.94
Shipping	\$ 5.95
5.70%	\$ 1.31
TOTAL	\$ 30.20

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