

ADVERTISING AGENCY

Table of Contents

Introduction	02
Existing Scenario	02
Proposed Scenario	02
Non-Financial	03
Financial	04
Functional Requirements	04

Introduction:

Our client is the local news paper editor. They distribute the news papers all over the location. They cover all sorts of news like the weather forecasts, Political issues, Movie related information, criminal issues, etc. They also started providing a section called CZ Classifieds , which will be handled and taken care of by the Advertising Agency Department people. In this section they place several advertisements, based on the customer requirements.

Existing Scenario:

The Advertising Agency Department people generally maintain the details of the advertisements through the paper work, because of which several discrepancies take place like missing of the information, data mismatch due to the mixing up of data, etc. Due to the occurrence of these discrepancies, they are losing the orders and attention of the customers. For placing the order the customer must come to the Office or need to send through the post along with the money order. Once the advertisement and the payment for the advertisement is received the advertisement will be approved and will be advertised as per the customer specifications and requirements.

Proposed Solution:

Due to the several discrepancies that occur in their work, they have approached us to provide a solution by incorporating a stand alone application, through which all the work that is to be done by the agency people can be easily managed and also they can overcome the discrepancies that occur in their work.

They want the following functions to be implemented.

I. Non-Financial :

1. The application should be a server specific application, and it should provide a multi user access.
2. To easily manage the database and to reduce the discrepancies the client wants the following to be implemented while building the application.
 - The database will be set up on the server
 - The People of the agency department should be able to connect to the database, which is set up on the server from their respective systems.
 - For example, if there are 4 people in the department, say A , B , C , and D . Each individual of the department is provided with the system, like say W , X , Y and Z , so that each will access their own system for their work. Now all these systems must connect to the single database that will be set up on the server.
 - For placing an order for the advertisement, the customer need to visit the office and then he need to explain the requirements of the advertisement for placing the advertisement.
 - As soon as a customer places an order, One should be able to record his details like the name, Payment Done, Preference like length, size, and based on which page the advertisement is to be displayed, Date and time of advertisement, etc.

3. Once the payment is received the details should be recorded in their database (available on the Server), So that there will be no possibility of data mismatch, Data misplacement, and there can be automation in the process.
4. He should be able to access the database like viewing the records, updating the records, and deleting the records. And he will alone decide the price for the advertisement based on the parameters and insert in to the database.
5. Once the requirement of the customer is inputted in the application based on the parameters, the application will calculate the charges for the advertisement.
6. The admin will alone have the right to create and delete the users of the application.

II. Financial :

The customers will be charged based on the length, size and type of the advertisement, and also based on the page preferred like the front page, second page, etc. The details of the price will be decided by the Manager of the news paper. Once the details of the parameters chosen by the customer are entered, the application should automatically display the total charges for placing the advertisement.

Functional Requirements:

1. The application should contain the database, which should be server specific.
2. The application should contain two logins
 - Admin
 - Employee
3. Admin will have the following functionality
 - Creating, editing and deleting the user profiles
 - The admin can only have the authority of deciding the cost based on the parameters like length, size, type of the advertisement and based on the page on which the advertisement is to be displayed.
4. The employee will login in to his account and then he can place the order for the customer on the application and can finalize the advertisement.
5. The application should calculate the total charges automatically based on the parameters provided.

This document was created with Win2PDF available at <http://www.daneprairie.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.