**(P2** Discuss the characteristics of good information. Evidence can be in the form of a presentation/poster.)

***Good information*:** characteristics e.g. valid, reliable, timely, fit-for-purpose, accessible, cost-effective, sufficiently accurate, relevant, having the right level of detail, from a source in which the user has confidence, understandable by the user

***Brief:*** *I am going to explain the characteristics of good information by explaining the terms provided below.*

**Good information** values to have information that makes the employer make correct, efficient and accurate decisions. This should have the following in order to be for the information to be used correctly***:*** *valid, reliable, timely, fit for purpose, accessible, cost-effective, sufficiently accurate, relevant, and understandable.*

**Valid information** is whether it’s useable and accurate. The types of information for valid has to be:

* Trustable
* Representative

[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=d6VPtQPf42DZrM&tbnid=Pb11XtCgVFfNFM:&ved=0CAUQjRw&url=http://anessaed4764.blogspot.com/2011/03/valid-information-and-internet.html&ei=tLk6UoK1K8-O7AbFvoHwCA&bvm=bv.52288139,d.ZGU&psig=AFQjCNHe6qFEe-k8eWg4cd4O11JAnhHJpw&ust=1379666733316601)The different types of valid information that has to be in my business is market research, because if the research has come from the internet that clothing, suits, has increased in demand by 15% and it’s true. At that point, the employer of the suits business can increase stock orders placed such as from 1000 men and women suits to double that amount. If the information was not valid, the employer would be making decisions that wouldn’t even be necessary. For example, going back to the suits example given above, if the suits order was placed to 2000 then they would be making a mistake. Then, it would be a waste of money that wasn’t even necessary.

**Reliable:** this means how well do you trust, rely and being honest on the information. The types of reliable information that can be in my business are market research, especially secondary research. If the internet tells us that customers love expensive products, but the employee checks and they’re no sales increasing. Whilst they advertise, they need to check if it fits in place. If the information was not reliable, decisions would be made inaccurately and it could affect sales if the decision is based on that topic.

[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=3Dl2W7w-GTgOZM&tbnid=mWC0RevL9IwzYM:&ved=0CAUQjRw&url=http://www.ipinglobal.com/ipin-live/blog/287149/ipin-live-and-the-changing-face-of-timely-information&ei=7_k6UtDYGsTE7AaD1oHYCA&psig=AFQjCNEK3ou6CZlxw0QnISh6WiUTfcgpwg&ust=1379683179232126)**Timely information –** to summaries, has it been updated the information that you used? The types of information that should be in date is:

* Efficient

For example, if business had information on an employee that his wages a week is £7 per hour, they that information would be needed by the government so they can tax his taxes. However, if that data is not up-to-date then it would be a problem. If the business was to have information that was not timely, they would move on according to the data. It would be time-consuming as they would need the updated version of it. They would need to contact the government department again that he is receiving more than before. So, it’s important to sell correct and updated information in the correct time.

**Fit for purpose-** Is the information given, useful in the long-term? This can tell us that if something is prepared beforehand, has it become useful. Some people can set objectives and if they follow them, they will achieve it. For example, a business plan is prepared for the business beforehand and there are specific set objectives to follow, but something goes wrong and they don’t follow it. They were no point of doing the business plan if you are not going to follow it.

[](http://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&docid=oByl1hY9F-kFHM&tbnid=vGgz3jJVRav5SM:&ved=0CAgQjRwwAA&url=http://www.presentermedia.com/index.php?target=closeup&maincat=clipart&id=3921&ei=Zfk6UrjLAaWN7QabiIGgDg&psig=AFQjCNEakwmpPf3IDRi1C9fSV_SGXIVeeA&ust=1379683045068466)**Accessible-** means if it is available for the target audience that the company has set. For example, if a company decides to sell suits for a company and markets only online. They would be a specific target audience for the people only who have online access. So they should figure another way, leafleting for example, that can be accessible. If they the information that they are trying to access is not accessible then they would potentially be losing customers.

[](http://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&docid=NRdbDQmTNfFTeM&tbnid=knhS9eZf0jr16M:&ved=0CAgQjRwwAA&url=http://www.propertyaspects.co.uk/cost-effective/&ei=T_k6UpDDK4ee7Aav0oDIAg&psig=AFQjCNG9m4sKMWoD4x_MR0-jkX99D_KeYg&ust=1379683023754808)**Cost effective** means if a product is made it should come in cheap. For example, if a product is made and there are two types of metal needed, but they work the same. One of them is cheap and the other is not cheap. Cost-effective is when they choose the cheaper hand for the production method to come in cheap. This comes in handy for the manufacturing and production department. If the information was not cost-effective, then they would be simply wasting the money.

**Sufficiently accurate** means having enough, but not that enough data. The data has to be accurate by not being bias. Data can’t be 100% accurate. If a recruiting department had statistical data, it wouldn’t be 100% precise. It would be a rough guess. The types of information that should be sufficiently accurate is:

* Not necessarily complete.

If the information is not sufficiently accurate, the data transmitted to other functional areas could be inaccurate and untruthful.

**Having the right level of detail-** This means taking the right points for what is beneficial. This links to the marketing department, because if they are advertising there business on a leaflet, they will need to have the right amount of detail. So you don’t want to give too much detail away and too little detail. The amount of information needs to be correct for the customers to understand. If the information was not the right level of detail, the customers wouldn’t either be satisfied or confused.

**From a source in which the user has confidence-** This means the business needs to know how believable it is to prove to customer it’s true. Some types of information that should be realistic should include:

* Making sense of what you are talking about
* Layout of the information should be in place

For example if a business made a website and they focused on one page, the customers wouldn’t believe this information provided is true. They need to provide information by backing up the points they have provided. This could link to any department that provides information to the customers such as: marketing, customer service, finance. If the information was not believable then the customers would lack in sales as they would think that everything that has been said is not true.

**Relevant** simply means if the topic you are talking about is related to the information you have received. The information needs to be relevant by suiting to the other facts that you have. If it fits into what you are talking, it would be relevant. The types of information which should be relevant is:

* It has to fit in with the other sources you have
* Related to the topic that is provided

If the information was not relevant, there is no point of getting information that is not relevant to the subject you are talking about. For example, if the Marketing department get information on how money is run in and out of the business. This has nothing got to do with the department. So, the department needs relevant information that relates to their functional area.

**Understandable information** is clear, but needs to be detailed. The types of information that should be understandable is:

* Detailed enough so customers understand
* Clear
* Readable

[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=b-WLY4XDlv72uM&tbnid=OY5J4gE3jEP8GM:&ved=0CAUQjRw&url=http://www.catalogs.com/info/bestof/top-10-online-marketing-catalog-must-haves&ei=P_g6Up3rHJDG7AaJs4E4&bvm=bv.52288139,d.ZGU&psig=AFQjCNG9U1yNLwuV1Io9PbzuA6hiAz5eBQ&ust=1379682745362625)For example, ifthe company advertise on the newspaper that they’re vacancies available and they give information of whereabouts they are, who they need, but they don’t say when they need it by. This could be linked to the Marketing department, because they advertise the business and it needs to be understandable for the reader to read as well as being detailed. Another example can be that the finance department have to update their statistical data, because if they have information that is 2012, but they would need to update it to 2013. If the information was not understandable information then they wouldn’t have any sales, because customers would be confused.