

## **THE DINA SAW THEATRICAL AGENCY**

### **SCENARIO**

Dina Saw is in the theatrical business. To be more specific she runs her own business and is responsible for booking shows for The New Theatre, Cardiff, The Grand Pavilion, Porthcawl and The Grand Theatre, Swansea. In addition to this she manages approximately 70 artistes nationwide. Dina, who has been in the business for 30 years, is based in the market town of Bridgend, which is central to the three theatres she is involved in.

### **EMPLOYEES**

She employs 5 people, all of whom, with the exception of you, have been with her for at least 25 years and are not computer literate. You joined the business a year ago having left Tonyrefail School with several good GCSEs, including a grade A in Business and Communication Systems.

You were unsure whether to go for the job when you saw it advertised in the local paper because you knew the office was so far behind the times. You felt your computer knowledge would not be put to use. However, having been placed there on work experience a few months ago you remembered the terrific 'buzz' you got from the job and how much you enjoyed it. Also the salary was good and you only lived 10 miles away. You decided to apply for the job, and managed to get it.

### **COMMUNICATION**

You are absolutely correct when you say Dina and her business are behind the times. All letters, memos, etc are done on manual typewriters, and any promotional work (posters, etc) is done by the local printer, and is relatively expensive. The accounts (calculating profit, working out wages, fees and commissions, etc) are all done using a pen, paper and a calculator.

Dina keeps the addresses of the artistes and her business connections in a big old address book, which is in a mess, with pages falling out and names crossed out. Only last week you used the address book to telephone 'Marvo the Great Magician' with a view to booking him for 2 nights in The Grand Pavilion, Porthcawl. It was embarrassing to say the least when you were told that he had died 3 years ago. Inspection of the address book revealed that his name had indeed been crossed out, but in pencil and it had faded. There is no fax machine.

### **OFFICE ENVIRONMENT**

Each worker has their own office (walls are wooden framed and covered with plasterboard) and are all situated on the ground floor. Upstairs is the staff restroom, storeroom and toilet. There is one antiquated photocopier that keeps breaking down and 4 filing cabinets that are so full they are bursting at the

seams. The photocopier and filing cabinets are situated in Dina's office, so she is being constantly disturbed.

## LOOKING TO THE FUTURE

Recently Dina, over a cup of coffee, confided in you that she was finding it difficult to cope with the increased business that was coming her way. She also added that correspondence and promotional material she is receiving from other theatrical agents is far superior to hers, pictures, graphs, etc incorporated into letters look good and are impressive. She wonders how they can produce work to this standard in terms of cost. Furthermore with all the extra cost, (postage stamps, routine long distance telephone calls, couriers to deliver information that is needed immediately, printing bills, etc) she is finding that her profit is falling.

Very diplomatically you point out the main faults of the business as you see them. This is mainly the lack of computers and appropriate software. You mention that the work she receives from other theatrical agents is done with the aid of computers and colour printers.

Dina starts to listen and asks you to produce a report for her explaining how to improve matters.

## WHAT YOU ARE REQUIRED TO DO

You are to produce a report for Dina explaining how she can improve efficiency in her business and bring it into the 21<sup>st</sup> century.

The document should use the correct report style and should focus on:

1. The use of computers using a LAN (local area network) like we have in school;
2. Appropriate software that would be required, giving reasons;
3. Appropriate hardware (different types of printers and anything else you can think of);
4. Appropriate furniture for the computers;
5. Health and Safety implications of using computers;
6. Data Protection Act;
7. Possible office layout. Including a plan (each office is 4m x 4m);
8. Staff training;
9. And anything else you think may be relevant.

