

## **TASK 1: DEVELOPING PRODUCT/ SERVICE DESCRIPTION**

### **Objective**

Student will be able to:

- Arrange/ create any product information based on the targeted consumers

### **Introduction**

Products and services sold by the company must be equipped with the clear and detailed information, in order to help the consumers in making decision related to the purchase activity. The information may be in form of price, colour, size, technical specification, advantage and after- sales service.

### **Preparation of Tools and Materials**

- Laptop/ Computer
- Internet Connection

### **Activity**

No	Activities	Duration
1	<p>VP and department members collectively discuss the arrangement of products/ services description with these following steps:</p> <ul style="list-style-type: none"> <li>▪ Create and arrange list of products/ services to be sold by your company. Detail each product type according to its type (colour, size, and services provided). Provide it with a different unique name for each type of product in order to attract the consumers' attention.</li> <li>▪ Re- communicates the above step with CEO concerning the composition of products/ services to be sold.</li> <li>▪ Learn and observe how a company provides information of its products. What kind of information need to be delivered, and where you can put emphasize to your information.</li> <li>▪ Choose style of language which suits to the targeted consumers.</li> <li>▪ Modify the image that you can generate from the internet as the image which can represent your products/ services. If you decide to have product prothotype, you may take the picture of it. Use this below free image provider website.</li> <li>▪ Set the price of each product type in accordance with the formula of budget proposal. Later, discuss it with the finance department for any alteration and modification.</li> </ul>	60'
2	Ask your facilitator or CEO to provide you with an opportunity to socialize the arrangement result of products/ service description to all employees	10'
3	Submit the complete/ final product/ service description to the IT Department for the arrangement of its promotional materials on e- brochure, e- banner and others which later will be publicated through the Website or social media. Enclose with note to the IT Department explaining how your product/ service will be displayed.	10'

### **Output**

- An understanding and comprehension in using the accounting format and its implentation.

### Internet Activity

Most of websites and social media featuring free copyrights contain links to the similar websites and social media. Here three websites and social media which are worth to try.

- *Tripod Image Gallery* <http://build.tripod.lycos.com/imagebrowser/index.html>
- *Free Stock Photos.com* <http://www.freestockphotos.com/>
- *Freebyte* <http://www.freebyte.com/>