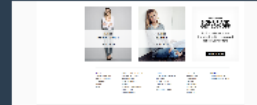




Strategic Conversations at Suncorp Commercial Insurance (B)

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Script for Vimeo

Liv- Our brand is Austin Reed and they are their parent brand. Our diffusion brand is Austin Kids, a kids party/ wedding shop.

Megan- Austin Reed was founded by Austin Leonard Reed in 1900. It was the first menswear retailer to craft ready-to wear clothes with the same level of expertise as made-to-measure.

Rebecca- The first Austin Reed branded store was established on Fenchurch Street with a large flagship store opening in 1911 at 113 Regent Street. Some cooperate information about Austin Reed is that they have the knowledge and expertise to deliver a truly first class professional image for your business.

Liv- They have been offering style and elegance since 1900, Austin Reed is the proud holder of Two Royal Warrants, with their menswear and womenswear collections counting Elizabeth Taylor and Sir Winston Churchill amongst their former fans. Over 100 years later, Austin Reed still continues to deliver high quality British clothing.

Megan- Our brand, 'Austin Kids' is stylish and chic new up and coming kids wedding collection

Rebecca- Some cooperate information about Austin Reed is that they have the knowledge and expertise to deliver a truly first class, professional image for your business. Offering style and elegance since 1900.

Liv- [As I said before...] Austin Reed is the proud holder of two Royal warrants, with their menswear and womenswear collections counting Elizabeth Taylor and Sir Winston Churchill amongst their former fans.

Megan- Over 100 years later, Austin Reed still continues to deliver high quality British clothing.

Rebecca- Carrying on talking about our new brand 'Austin Kids', it's a high-end, fashionable wedding/special occasions clothing shop for little boys and girls.

Liv- We do a range of clothes from cute little suits for boys, little tutu dresses for girls, smart/casual clothes for both genders and many more including shoes and accessories.

Megan- The prices start from 10.99-150.00 and that's for all the ranges that we do. Our new brand will open on 25th of November. This is a good time to open a store as people are looking for outfits for Christmas and New Year.

Show pinterest board and explain a few pictures

Rebecca- Thank you for watching and hope to see you all in our new store soon.

P3 Postcard- Austin Kids.



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Business Communications- P4

Asotin Reed are their own parent brand.

Asotin Reed are on the Internet in a number of ways, one being their own website (<http://www.asotinreed.co.uk>). Their website allows customers to browse and have a look at all their clothing ranges from men to women and accessories. It also enables the customers to buy the items they want online and to have it ordered to wherever they want, being their home, workplace, nearest Asotin Reed store etc. They deliver to over 60 countries worldwide and when your items are being sent and collected to store it is free, but when delivered to an address the standard delivery is £4.95.

They are also on a few social media sites. One being Twitter, where they share their new ranges, when a specific item has been reviewed they share the link to promote that particular item and also interact with their customers. The picture below shows their own personalised twitter page.



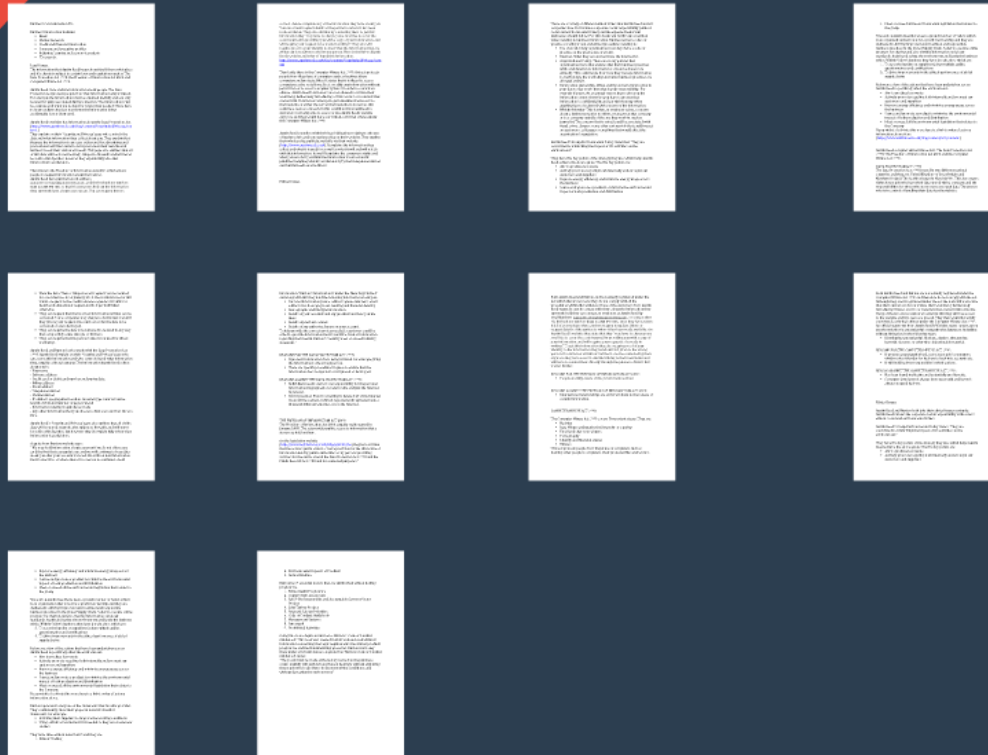
They also have their own Facebook page that has 4204 likes. Asotin Reed use this page the same as they do with their twitter page, to promote their new ranges and interact with their customers. Below



P4.

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P5 AND M2



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P6

For Business Communication:

Security of information is important for businesses, as they need to have the right information ready for when they need it and this helps them make good decisions and to fully develop. Because of this, businesses keep all of this information on IT systems. However, the dependence that people have on technology is increasing and the risk of viruses working is on the rise. The IT security policy should consider how to make sensitive information and the information that is of business value as much as to be kept safe by having a secure system that identifies that each employee has their own specific role, or maybe there is a list that says who is allowed to access the information. This limits the access that users, or if they are higher up in the business they will be able to access the information and be on that list. The logs are which help businesses easily trace to develop the business. It is to copy and maintain the possibility of losing important information that is stored on these IT systems. This involves making changes to the information and the access of past data and this can be every hour or even less, this is the information is lost, changed and changed down to a copy available on the server.

With Health and Safety it isn't likely that the computer will be damaged unless someone touches the computer, but can be and it might not be. It is a good idea to have a backup of the data as it can be lost or damaged. It is a good idea to have a backup of the data as it can be lost or damaged. It is a good idea to have a backup of the data as it can be lost or damaged.

There are four legislations for Computers, which are:

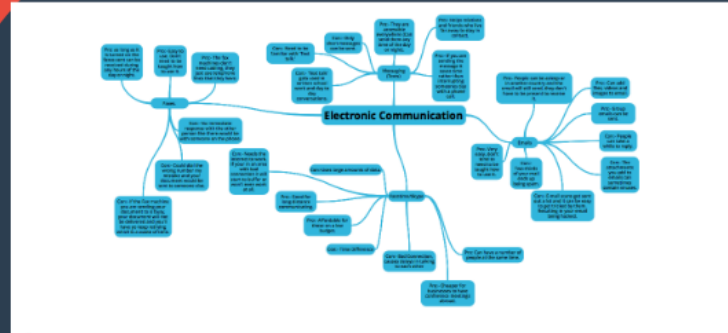
- The Health and Safety (Display Screen Equipment) Regulations 1992.
- Management of Health and Safety at Work Regulations 1992.
- Provision and Use of Work Equipment Regulations 1992.
- Workplace (Health, Safety and Welfare) Regulations 1992, Act.

Organizational Policies help make sure that the software developers that help them comply with the legislation above. For example, an organizational policy where the design and design of the system also should work along with the requirements set in the Data.

Provision Act. As well as this, it should help make certain that regular backups are made, as this is an important feature of communication and is better to have in hand for recovery. The Business Continuity Plan (BCP) is when a company has processes and procedures in place to ensure that the business can continue during and after a disaster. For example, if a major part of the IT system failed, the IT department should have a response to follow and recover. To make this a quick process, companies should plan their BCP by having a BCP in place.

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P7



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