



Government of **Western Australia**  
**Curriculum Council**



# **Western Australian Certificate of Education Examination 2011**

## **COMPUTER SCIENCE**

**Stage 3**

**SOURCE BOOKLET**

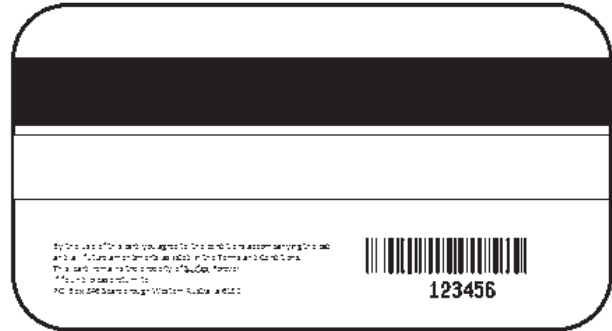
The case study below relates to Question 26 parts (a) and (b).

Surfies Forever is a company specialising in surf wear and accessories. It has stores at Mindarie, Coogee, Rockingham, Margaret River and Scarborough, which is also the company's head office. Its products include clothing, footwear, accessories, posters, jewellery and a range of items suitable for gifts.


Surfies Forever has decided to introduce a loyalty program that will enable members to receive gift vouchers for purchases over a monthly period.

The program will work as outlined below.

- When a customer purchases an item, the shop assistant will ask whether they are a member of the loyalty program.
- If the customer is not a member, they are offered the opportunity to join. If they choose to join the program, they are given a form, which they fill in disclosing personal details, then sign and give back to the assistant. This automatically identifies them as a member as opposed to a customer. They are provided with a temporary card with a membership ID until their official plastic card arrives in the mail. In this way they are credited immediately for the current purchase.
- The form for the new member is sent to the head office, where the details are entered into the database. The form is also scanned into the database as an attachment for legal purposes. A new card is sent to the member with the membership ID.
- The member gives their card to the shop assistant to be scanned and the purchase total is recorded in the database, together with their membership ID and the date of purchase.
- At the end of each month, the member receives via email
  - a monthly newsletter (if they have indicated they want to receive one)
  - a monthly statement and
  - a gift voucher.
- The value of the voucher is a percentage of the total amount of purchases made for the month. If the total purchases for the month are less than \$50.00, no voucher is sent and the total is carried over to the next month.
- The newsletter is produced by an external marketing company that manages all of Surfies Forever's promotions. This newsletter is sent to Surfies Forever by the marketing company in the middle of the month. Once it is checked by Surfies Forever it is sent via email to those members that have requested it.



# Surfies Forever



## Loyalty Program

Title \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Email Address \_\_\_\_\_

Mobile \_\_\_\_\_

Phone \_\_\_\_\_

Street Address \_\_\_\_\_

Suburb \_\_\_\_\_

Postcode \_\_\_\_\_

State \_\_\_\_\_

Country \_\_\_\_\_

Date of Birth \_\_\_\_\_

I would like to receive email updates

I would like to receive SMS updates

What email communication would you like to receive?

Special offers

Competitions

I agree to the Terms and Conditions

\_\_\_\_\_  
Signature

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