



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2011

**Applied Information and
Communication Technology**

Assessment Unit AS 2

assessing

Unit 2: Software Applications and Tools

[A3J21]



**PRE-RELEASE
MATERIALS**

Community Cars is a new venture designed to provide a local service at competitive prices. The company was started by a recently retired bus driver Jim McDuff, who realised just how difficult transport arrangements could be for some members of the public. Jim lives in an area quite far from the city centre and not all that well serviced by the main bus routes.

Jim realised that for many in the community, especially the elderly, those with disabilities and people with young children, using public transport or taxi services was actually extremely difficult and quite expensive.

Jim thought about the problem, recognised a business opportunity and decided to invest the money he received on retirement, along with some savings and a bank loan, into the establishment of his new company, Community Cars. He initially purchased six taxis and hired five drivers. He also maintained a list of other drivers who owned their own cars and who could be called upon if the need arose. Jim assumed that he would do a lot of driving himself. He originally decided to do all the management of the company himself but very quickly realised that he needed to employ a secretary. Sarah Smith was appointed to this position.

The cars that Jim purchased included four ordinary cars that would seat a driver and four passengers, one five seater and a seven seater that would both allow wheelchair access.

Jim intended to offer different rates to the public based on adult/children rates and whether or not each vehicle was filled for each journey.

The rates charged were as follows:

Adults £1 if car full (Driver and four passengers) £1.20 if car not full
Children 50p if car full (Driver and four passengers) 70p if car not full

Jim advertised the services that he intended to offer in the local press and radio and in the community newspapers and local shops. Jim was overwhelmed with the response. In September 2009, he introduced what he called the “School run”. This meant that children could be collected in the morning, taken to school and returned home in the afternoons. People wanting to use this service had to supply full details for Sarah Smith so that proper records could be maintained.

Jim operates a shift system and he always makes sure he has enough cars and drivers available.

| Monday – Thursday | Friday – Saturday | Sunday |
|-------------------|-------------------|-------------|
| 7 am – 2 pm | 7 am – 2 pm | 7 am – 2 pm |
| 2 pm – 9 pm | 2 pm – 9 pm | 2 pm – 9 pm |
| 9 pm – 2 am | 9 pm – 4 am | 9 pm – 1 am |

Jim has further plans to expand the business to cater for weddings and special party events. He has now purchased three additional cars and another seven seater vehicle. With the wedding venture in mind, he is also looking at the possibility of buying two limousines.