RUNNING HEAD: PROPOSAL

Effective business enquiry and communication

Kavith

[Name of the Institution]

# Investigation proposal

Date:

From:

To:

# Introduction

|  |  |
| --- | --- |
| Adobe Illustrator | Auto CAD |
| It can be used on any computer system, and this is human-friendly. | Auto CAD allows users to design with accuracy. |
| It helps to create web and print graphics allowing people to create a professional look in graphics. | Drawings prepared on Auto CAD allows creating 2D of 3D drawings. |
| It allows users for in-panel editing and this enables users to work on several images at a time | Auto CAD allows users to store maximum data. |

Most common demand by the customers in this business world are clothing and footwear. In this globalized and technologically enriched era, people have shifted towards services provided by technology, and they are attracted by the latest designs (Ziaei and Fazlollahtabar, 2018). With an increase in demands of these services and more competition in business world, firms have to prioritize designing. To attract more customers in market, firms and service providers have to provide unique designs to customers. For designing purposes, there is a high demand for unique software, and that is Adobe Illustrator and AutoCAD. These both are designing software that is used for graphic designing of clothing and footwear. AutoCAD and Adobe Illustrator have some positive and negative aspects, and this is also common for other software. The positive aspect of Adobe Illustrator and Auto CAD are as following:

However, Auto CAD has some issues when used for designing of clothes and footwear in the industry. There are several consequences which have been observed by the users, and they are as follow:

* Auto CAD requires expensive equipment
* It asks for updates repeatedly
* Auto CAD requires high processors and requires more space on hard drives.
* By analyzing these advantages and disadvantages, it can be decided that Adobe Illustrator would be more friendly and helpful for Macey's manufacturing to improve quality in designing of clothes and footwear.

# Issues to explore

It can be observable that software has some issue which needs to be highlighted on time. Some of issues which need to be highlighted are as following:

* Adobe Illustrator is hard to be used without any initial training and learning basics because there are some technicalities in it. Adobe Illustrator can be made easier for use by providing basic learning and giving training to the users (Botello, 2013).
* Illustrator requires some time for creation of images and designs. Users have to wait for some time so that they will design their imaginations.
* Illustrator needs more space in computer systems.

# Investigation techniques

Investigation techniques include a comparison of two products and analyze the maximum efficient uses of both by using them. After comparing and analyzing both one product has to be finalized for designing purposes at Macey’s manufacturing. Selection of products would be carried with the help of surveys. These surveys would be carried out to find a better product by having public opinions because they are the customers. This can be meant as small market analysis which will help to decide about a reliable and user-friendly product. The survey will help to find out reality based on customer (respondents) opinions and this help to collect information about behaviours oriented towards these products (Slattery et al., 2011).

# People and resources

|  |  |  |
| --- | --- | --- |
| Names | Designation | Time Duration |
| Macey Hargreaves | Chief Executive Officer | From the beginning of the project till the end. |
| Kavith Jaysinghe | Project Manager | From the beginning of the project till the end. |
| Rishan Gamage | Assistant manager | Initiation of the project |

Resources: Computers with high performance, fast internet speed, computer lab, and budget for the project.

# Timeline and reporting methodologies

The timeline for this project is based on four weeks to complete, and there is a total of four hours per week for working. After completion of the fourth week, investigation proposal has to be shared with Macey Hargreaves via email.

# Sign off

Kavith Jayasinghe (S1450989)

Rishan Gamage (S1490677)

# Bibliography

Botello, C., 2013. Adobe Illustrator CS6 Revealed. Cengage Learning.

Slattery, E.L., Voelker, C.C.J., Nussenbaum, B., Rich, J.T., Paniello, R.C., Neely, J.G., 2011. A Practical Guide to Surveys and Questionnaires. Otolaryngol Head Neck Surg 144, 831–837. https://doi.org/10.1177/0194599811399724

Ziaei, N., Fazlollahtabar, H., 2018. Designing a Customer Relationship Management System in Online Business. Computer Reviews Journal 2, 299–312.