

# Work Experience Report

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Simply Wales

## **Organisation Two: Simply Wales Company and Department Overview**

Simply Wales is a Cardiff-based, small-medium enterprise (SME) which offers IT solutions to other SME's.

Simply Wales was set up between two friends, both with extensive knowledge and experience of the IT industry. One has decided to follow his career path elsewhere leaving Peter Morgan as the current director, and only employee of the organisation.

Like Aspire Sports & Cultural Trust, Simply Wales offers a variety of products and services, and in my opinion they should focus on the core product/service as it's difficult to understand what exactly it is they do or what they specialise in.

Simply Wales is unique as, unlike most IT firms, they offer both Apple Macs and PCs; competitors either sell one or the other but not both. Their main aim is to 'provide the best and most efficient, cost effective and up to date solutions for your enterprise'.

Similar to Aspire Sports and Cultural Trust who have partnerships with Gloucester City Council and Gloucestershire Schools Partnership, Simply Wales have partnerships with Microsoft and Apple where they have the right to sell and advertise the products, as well as receive a 5% discount. They also claim to have partnerships with 46 other leading organisations such as HP, Canon and BT.

### *The Marketing Department*

As mentioned previously, Peter Morgan is the only employee of Simply Wales at this time and so there is no differentiation between departments. Therefore, I did not work in a department as such, but assisted the director on marketing roles.

## **Placement Summary**

My main responsibilities were to suggest changes to the website, update social networks and produce a business and marketing strategy.

## **Achievements**

I feel my main achievements from both work placements are effective time management, producing a business strategy and maintaining excellent customer service in high-pressure situations.

The Simply Wales work taster began in February 2011, after January exams and at the beginning of the new semester. I had to manage my time between lectures, coursework and the work taster, not to mention having a healthy balance between work and pleasure.

Organisation is one of my key strengths; therefore I did not face any issues with time or self-management. I allocated Tuesday and Wednesday afternoons that were free from lectures to attend the work taster. Fortunately the taster did not require me to do any extra work outside of this allocated time. I am pleased to admit I achieved effective time management in managing all my commitments at that time, and this will help in future employment when I have a number of commitments.

I believe producing the business strategy is an achievement because it is an official document that can often shape and entire organisation when implemented effectively. To have had the opportunity to produce a strategy for an organisation, with the support from university modules and lecturers, gives me a great sense of achievement as I know that I can produce them at high-level, and can use it to present to future employers as an example of my abilities.

The final significant achievement for me was maintaining excellent customer service in high-pressure situations; this is discussed in more detail in the forthcoming section of this report