

## Shell Step Project: Database and photo library creation



**Name:** Denise Barker

**University:** University of Southampton, Solent

**Course:** Marketing with Advertising Management

**Project Summary:** Solent University student Denise Barker created a product database and photo library for Verplas Ltd so that the company would have vital information about each product in a single, easy to access resource.

**Company:** Verplas Ltd

**Website:** [www.verplas.co.uk](http://www.verplas.co.uk)

**Location:** Verwood, Dorset



**Description:** Verplas Limited is one of the leading manufacturers of ventilation ducting and accessories for the domestic extractor fan, tumble dryer and cooker hood markets.

Denise was tasked with bringing together technical information on all the components manufactured or bought in by Verplas. By collating details of the company's main ducting range and pulling together details such as part numbers, materials, dimensions and flow performance, Denise could create a functional database that would improve the company's customer services.

*"The database has taken away all the frustration of finding information on our products and passing it on to our customers. It has saved our employees so much valuable time and effort, and our customers have been provided with better service as a result," explained Ken Armstrong, Director of Verplas Limited.*

*He added, "Despite its importance, we simply never had the resources to complete this project. Thankfully, Denise left us with an excellent database and photo library that will eventually be utilised on our website. She worked very hard on this project and I'm sure she would be pleased to see how useful our employees find the new system."*