

STAFFING SOLUTIONS ELDERLY CARE SPECIALIST

VICTORIA NURSING STAFF

- Immediate position filling!
- Skills matchmaking and training!
- Care/Nursing Home Low Fixed Fee!

**Nurses
Nursing Assistants
Healthcare Workers**



For the design of this poster I have selected the predominate colour to be blue, which being the colour of the sky and seas inspires depth and stability. This suits our business process spreading trust, loyalty, confidence and faith. A picture representing nurses and healthcare providers at work has been incorporated to create a visual impact of the service. At the top of the poster, on the left-hand side I introduced my business as a specialist in the elderly care niche and on the right top corner I enclosed my business name, both in capital letters, the aim being that the name is associated with the description. The content of this poster has been designed on the findings revealed by the questionnaire. The aim is to bring upfront and display clearly what the customers demand. Through the survey I found out that the most responses I received were from Care/Nursing Homes organisations. I weighted on this and decided to capture the offer of a discounted service particularly for this type of business but without limiting my services to only them. The survey has also found out that the most demanded type of personnel are Nursing Assistants, Nurses and Healthcare Workers. This has been incorporated in large and bold letters above of a representative image of healthcare workers. Equally important to the type of personnel I provide are the services I can offer prior to the candidate starting employment. Through the questionnaire I found out that offering skills matchmaking and training alongside immediate position filling will attract more customers.