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Contents

Task 1 – E-Commerce Website Builders (Shopify & Wix)	4
Diagram Here:.....	6
TASK 2 – MIND MAP OF SOFTWARE APPLICATIONS.....	1
Benefits of Mind Mapping in Business	2
Mind Map of Business Software (Explanation of Diagram).....	3
Central Node: “Business Software Applications”	3
Branch 2: Collaboration Tools	4
Branch 4: Cloud Storage Tools	4
Branch 5: Project Management Tools	4
Branch 6: Security Tools	4
Branch 7: Data Analytics Tools.....	5
Task 3 – Office Applications.....	6
Uses of Microsoft Word in Business	6
Key Features.....	6
Advantages of Microsoft Word	7
Limitations of Microsoft Word	7
Microsoft Excel	8
Uses of Excel in Business	8
Key Features.....	9
Advantages of Excel	9
Limitations of Excel	9
Microsoft PowerPoint.....	10
Benefits of PowerPoint	11
Limitations of PowerPoint	11
Microsoft Access.....	12
Benefits of Access.....	12
Constraints on Access	12
Task 4 – Communication & Collaboration Tools.....	14
Key Features of WhatsApp.....	14
Use of WhatsApp in Business.....	15
Advantages of WhatsApp	15

Limitations of WhatsApp	16
Google Docs as a Collaboration Tool.....	16
Key Features of Google Docs	16
Use of Google Docs in Business	17
Advantages of Google Docs.....	17
Limitations of Google Docs.....	18
Comparison Between WhatsApp and Google Docs.....	18
CONCLUSION.....	20
IEEE REFERENCES	21

Task 1 – E-Commerce Website Builders (Shopify & Wix)

- **Introduction:**

In today's digital economy, e-commerce has become a major way for businesses to connect with clients, do business, and improve their visibility in the market. More and more, businesses rely on online stores not just to sell things, but also to supply services, manage customer relationships, and raise brand awareness. Technological advances have made online shopping much better, which has led to the development of e-commerce website builders, which are software programs that come in a wide range of types and functions. Shopify and Wix are two of the top companies in this space. People all around the world adore them since they are easy to use and work really well.

Both platforms indeed enable companies to create and maintain online shops but they are constructed in a different way. They target diverse groups, confront scaling matters differently, and offer varying degrees of personalisation.

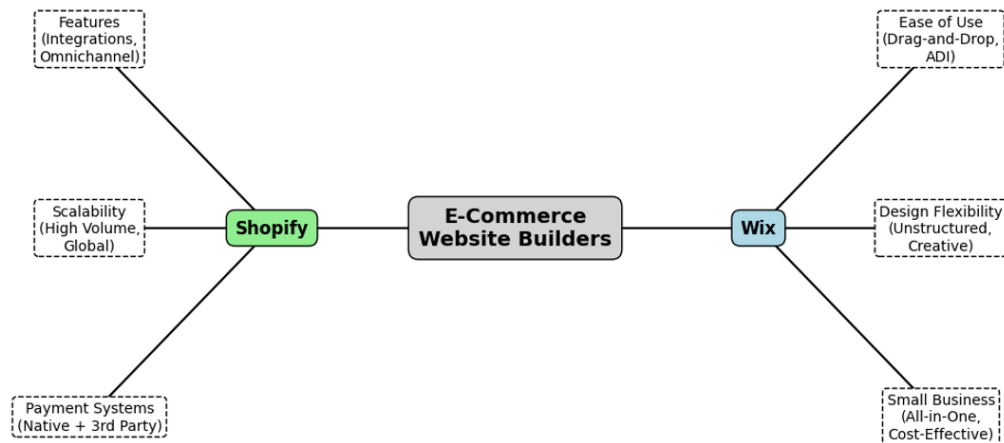
Shopify: A Scalable, Commerce-Focused Platform

Shopify is a cloud-based e-commerce platform made just for online stores. Shopify is different from other website builders because it has a built-in business foundation that makes it easy to handle payments, keep track of inventory, analyse data, and sell on many channels. The cloud hosting model frees businesses from having to maintain servers, enhance security, and optimise platforms.

1. Key Features of Shopify

Shopify has built-in pay tools. moves fast & safe. Their pay tools meet key rules & are trusted. Shopify helps track your stuff & orders. It helps with order work & ship tasks. It helps the shop run well. Reach more buyers & make work easy.

Comparative Mind Map: Shopify vs. Wix



Use of Shopify in Modern Business

Both small stores and big companies with high-volume online stores use Shopify. It works well in areas like fashion, electronics, cosmetics, home goods, and services for consumers. Shopify is the best platform for multi-channel digital commerce because it works with Amazon, Facebook Shops, Instagram, and Shopify POS.

Advantages of Shopify

Shopify is good for shops. It is easy to use & makes things simple. It works when you need more. It is safe & does not break. Your shop & buyers are safe. These apps help your shop sell & get more fans. The way you use it is quick & clear. It can sell to folks in many lands. It has tools to help you find new buyers all over.

Limitations of Shopify

Transaction costs are incurred while utilising external payment gateways. Custom code necessitates proficiency in Shopify's Liquid language. The inclusion of supplementary applications may elevate monthly expenses.

Wix: A User-Friendly Website Builder with E-Commerce Tools

Key Features:

Wix has tools that help you make a site fast. You do not need to know code. You just drag & drop parts to build your page. This is easy for you. Wix ADI can make a site for you by using what you like. This saves you time & work. You get tools for selling things, like shop pages, sale deals, lost cart notes, & ship help. These help shops sell more. Wix has tools for search, so your site gets seen more. This brings new people to your site. Wix makes it simple for all to build & sell online, with strong tools to help.

Diagram Here:

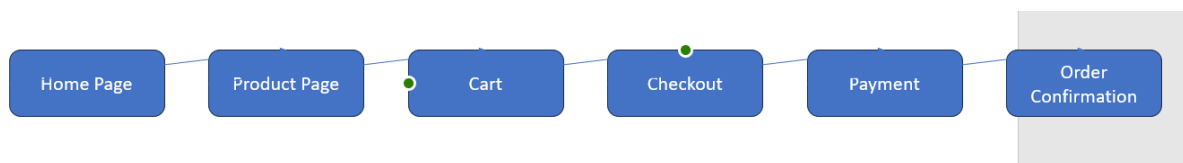


Figure 2: E-Commerce Website Builder Workflow Diagram

3.2 Business Use of Wix

Wix is good for small shops. It helps you make sites fast & with ease. You do not need hard tools in the back. It lets you show your shop to more eyes quick & for less cash. Wix is for those who care for look & use, not big tech things in the back.

3.3 Advantages of Wix

Wix comes with shop tools too. It can show your goods, use price cuts, get notes if carts are left, & set ship times. These tools help small web shops. Wix also has tips

for search. These help your web page show up in find tool lists. You get seen more & can get new buyers.

3.4 Limitations of Wix

Wix is good, but it has weak spots too. Big shops with lots to sell may not like it. The tools can be hard to use when you sell many things. Wix does not link with as many other tools as Shopify. This can stop you from doing more cool things. If you want to move your page from Wix to a new place, it is tough. Some folks say Wix is slow when their shop is big. This makes Wix not the best pick for online shops with lots of people.

TASK 2 – MIND MAP OF SOFTWARE APPLICATIONS

1. Introduction:

A mind map shows info in a clear, simple way. It uses words, lines, & colors to set out thoughts. All thoughts stay close to one main idea. Tony Buzan helped make this style known. It helps our minds use links, pictures, & order to learn well. In

work, folks use mind maps for plans & to sort facts. Groups use them to share thoughts & check how things work. Mind maps also sort tools for work. The way mind maps look helps us see tough facts fast. They help us see clear, keep ideas in mind, & choose what to do next.

Mind mapping helps people see how different digital tools, like communication platforms, cloud storage systems, office applications, project management software, and data analytics tools, are connected in everyday business. This project's mind map sorts different technologies by how they work to show how they can help modern businesses run better.

2. What is a Mind Map?

A mind map starts with a main idea and branches out to related ideas. These branches can have sub-branches, making a concept hierarchy. Mind maps often have:

- Words that sum up ideas
- Colours and shapes to tell subjects apart
- Lines and branches to show how things are connected
- Icons or pictures to make things look better

Mind maps come from how we think. Buzan says our mind learns by links, not long lines of words. This makes mind maps fit how we know things. Mind maps are tools that help us learn. They work in a way that feels right to our minds. They use links & make it easy to join new ideas. This is why mind maps are good for use.[3]

Benefits of Mind Mapping in Business

Mind maps help work in key ways. First, they make plans & jobs clear. Teams can see steps, set aims, & pick tasks. Mind maps show each part of the work in a clear look. You see the full path & all steps or choices. It helps teams work fast & well.

Next, mind maps help teams work as one. Groups can make mind maps in talks or when they share thoughts. Each person can add what they know. This map that all can see helps them get the point. It makes new ideas grow.

Mind maps help at work. They help you share your thoughts in a clear way. If you want to explain a hard thought to others, use a mind map. It helps the group see the links. It makes it easy to know what you say. Mind maps help people keep things in mind. When you use colors & shapes, it helps you remember. This is good when you learn new work or new tools at your job. It helps you learn fast. Mind maps help to sort tech at work. Many work places have lots of new tools. Mind maps make it easy to see which tools are used, how each tool fits, & if they miss one. Mind maps show how all tools link up.

Mind Map of Business Software (Explanation of Diagram)

This is how your map for the task should be.

Diagram Here:

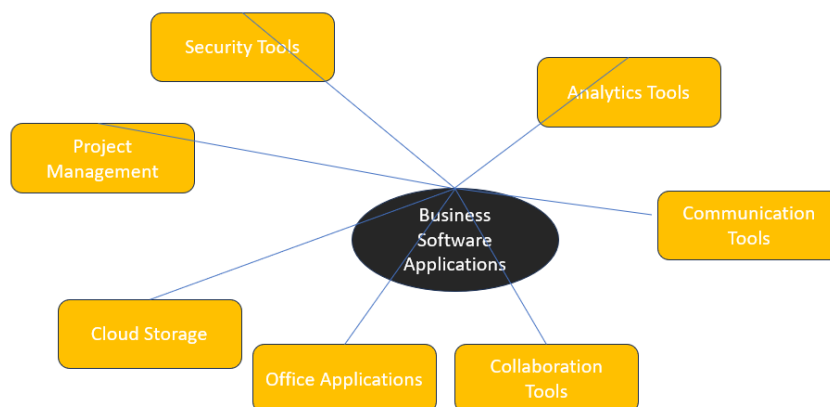


Figure 3: Mind Map of Business Software Applications

Central Node: “Business Software Applications”

The key spot on the map is “Business Software Apps.” This is the main thought. All other lines start from this spot.

The first part is Talk Tools. These are apps groups use to share facts now or later. Some are WhatsApp, Teams, Zoom, Gmail, & Slack. These tools help staff give news, have online meets, & talk easy with the group or with others not in the group.

Branch 2: Collaboration Tools

Team work tools help teams work on jobs as one. Some tools are Google Docs, Trello, Asana, Notion, & Teams. These help many folks work on docs, give jobs, send files, & work at once with others. Team work tools help with group work. They help all talk & help all work as one. They help all get jobs done fast. Work is neat & work is easy to end. With these tools, it is not hard for teams. It is simple for teams to work & win.

Branch 4: Cloud Storage Tools

Cloud storage lets you save files online. It can get to your files & send them to others. For cloud storage, use Google Drive, Dropbox, OneDrive, & iCloud. These make work easy from any place. Files stay safe with auto save. You do not lose files if your computer breaks. It helps keep work safe & easy.

Branch 5: Project Management Tools

Project tools help teams plan, track, & finish work. Apps like Trello, Asana, Monday.com, Project, & Jira help with tasks, give out work, check progress, & watch due dates. Teams use these tools for big jobs & to make sure all tasks get done when they should. These tools make work flow well & help teams reach their goals on time.

Branch 6: Security Tools

Security tools help keep work data, PCs, & nets safe. They use virus stops, walls, lock tools, & name-check tools. These tools stop bad guys. They guard secret facts. Security tools help build trust & cut risk. They help keep work safe in the new net world. They are a must for work today. Use them each day to keep safe.

Branch 7: Data Analytics Tools

Data tools help groups look at facts. They find things that show up a lot. They help you make good picks. It can use Power BI, Tableau, Google tools, & IBM tools. These tools take big facts & make small charts. They show graphs that are simple to see. Data tools help plan & do well at work. They help you get better over time.

Task 3 – Office Applications

1. Introduction

In today's business world, office productivity software is very important because it lets you do administrative tasks, communicate, analyse data, and make decisions. Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and Microsoft Access are the main parts of the Microsoft Office suite. They are also some of the most useful and commonly used office software. These products give businesses the tools they need to create documents, analyse information, manage data, and deliver graphic presentations. They are used a lot because they are reliable, work well, can work with other systems, and can be integrated into many different work settings. This part gives a detailed academic look at the four applications, looking at how they can be used in business, their main features, pros and cons.

Uses of Microsoft Word in Business

Word is used a lot at work. Groups use Word for work talk & papers. Firms use Word to make work rules, plans, & guides. Word helps with notes, files, & lists. Staff use it for train sheets & forms too. Word can save as PDF & more. It is easy & good for many jobs.

Key Features

Word can do much. One big thing it does is let you keep the same look for each file. Styles to set size, space, font, & color. This helps people make things neat & all the same. It saves time & keeps work clean. Each file looks right. It helps groups show their name well. All things will look good & fit together.

The app has strong tools to help you check work. You get things like Track Changes & Notes. These are key when groups work on one file. With these tools, more than one can fix the same file.

Another important feature is Mail Merge, which links Word documents to external data sources such as Excel or Access. This allows businesses to create personalised letters, invoices, certificates, and mass communication materials efficiently. By automating repetitive tasks, Mail Merge reduces administrative workload and minimises errors.

Word also works perfectly with Microsoft 365 cloud services like OneDrive and SharePoint. This integration lets you work on Word from anywhere, keep track of different versions, and work together in real time. This makes Word a good choice for teams that work from different places or in hybrid workplaces.

Advantages of Microsoft Word

Microsoft Word offers several advantages that make it indispensable in business environments. It is universally recognised and compatible with most computer systems, making document sharing easy across organisations. The software supports a wide range of formatting and design options that allow users to produce high-quality professional documents. Its integration with cloud-based platforms enhances collaborative work, while its extensive library of templates reduces preparation time for common business documents.

Limitations of Microsoft Word

Word has some good points, but it also has some bad ones. If you have a lot of images or charts in a big document, it might not work as well as it should. Some advanced formatting features need training, which could be hard for people who aren't used to them. Word is also not good for handling very complex data or systems with more than one database. Also, without cloud support, it can be hard to work together because different versions of the same document may be going around the team.

Screenshot:

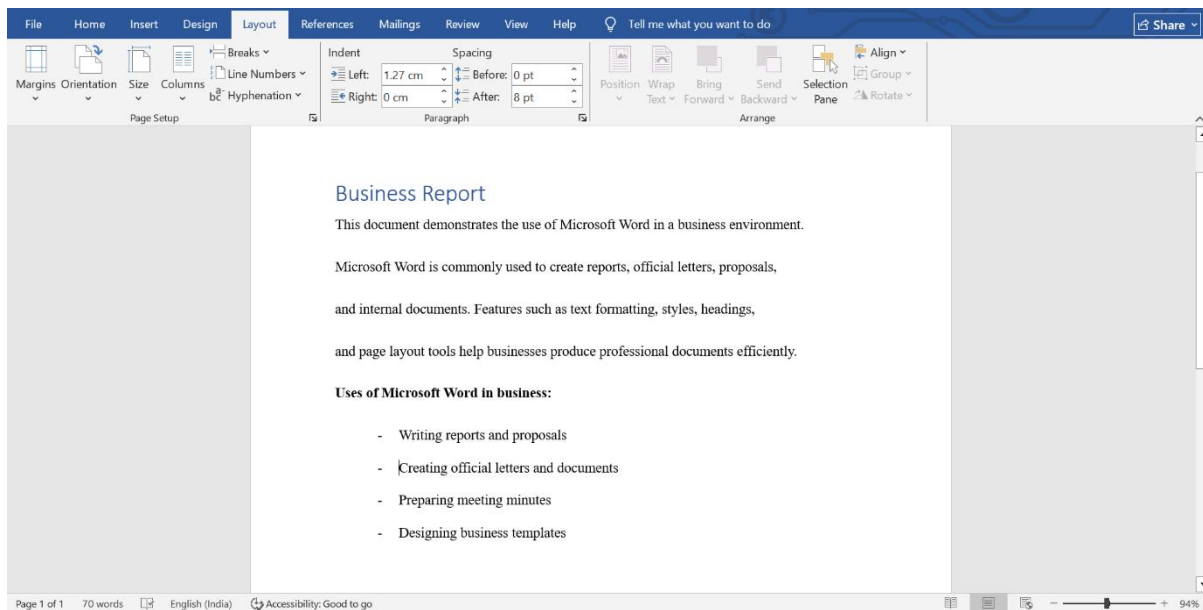


Figure 4: Screenshot of Microsoft Word Interface

Figure 4 tells how to use Word to make a work report. The screen shows parts like big words, text looks, & dot lists. Groups use these too. They make good papers for talk & for keeping info.

Microsoft Excel

Microsoft Excel is a powerful spreadsheet program that is widely used in business analytics, finance, operations, and making decisions. It is one of the most important tools in modern businesses because it can organise, change, and evaluate data.

Uses of Excel in Business

Excel is used in many areas of business because it makes it easier to plan finances, set budgets, keep an eye on stocks, evaluate performance, and analyse sales. It is also used to make dashboards or reports that help managers make strategic decisions, clean up and organise data, and check that it is correct. Excel is helpful for both everyday tasks and long-term business analysis.

Key Features

Excel includes a wide range of functions that allow users to perform calculations, analyse data, and automate tasks. Functions such as IF, SUMIF, COUNTIF, VLOOKUP, and XLOOKUP help businesses retrieve information and apply conditional logic. PivotTables allow large datasets to be summarised quickly, while charts and graphs support visual communication of trends. Excel also provides conditional formatting to highlight patterns and errors, and its data validation tools reduce input mistakes. For advanced users, macros and VBA allow repetitive tasks to be automated, improving efficiency.

Advantages of Excel

Excel is very flexible and can be used for a wide range of business purposes. It is especially helpful for analysing numbers and making financial models. Excel works well with other Microsoft programs, so it fits right into your current workflow. Excel is used in many industries, so the skills you learn are useful for many jobs.

Limitations of Excel

Excel also has limitations. Errors can occur if formulas are applied incorrectly or if data ranges are not selected properly. It is not suitable for very large datasets that require advanced database systems. Excel's collaboration features are limited unless users work through cloud platforms like OneDrive. Additionally, it cannot replace dedicated database software for complex data management.

Screenshot:

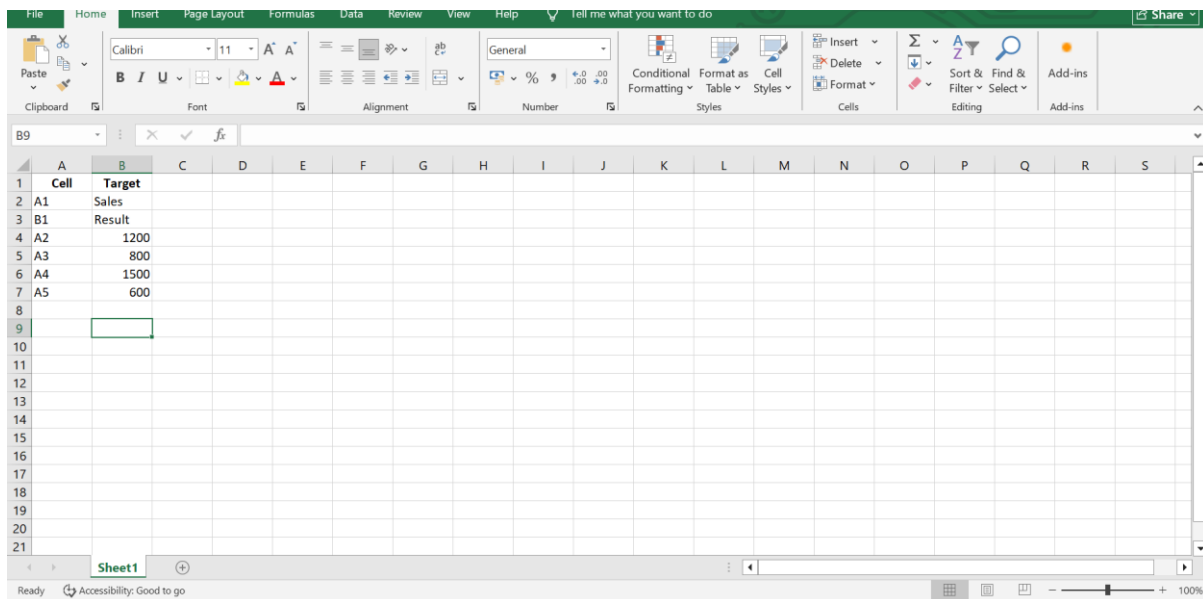


Figure 5: Screenshot Demonstrating Excel Functions or PivotTable

Figure 5 illustrates how to use Excel's IF function to determine whether sales reached the goal. The formula immediately determines whether or not you achieved the target based on the numbers. This is frequently used by businesspeople for decision-making, performance evaluation, and automated number crunching.

Microsoft PowerPoint

Microsoft PowerPoint is the most common program used for presentations in business. It lets people make interesting visual presentations for a variety of audiences, such as employees, executives, and customers.

4.2 Principal Characteristics a) Templates and Themes

PowerPoint provides templates and themes that help maintain a consistent and professional visual style. It can embed multimedia elements such as images, videos, audio clips, and charts to create engaging presentations. Animations and transitions improve the flow of information, while presenter tools — including notes and timers —

help speakers deliver structured and confident presentations. SmartArt enables the quick creation of diagrams that illustrate processes, hierarchies, or relationships.

Benefits of PowerPoint

PowerPoint helps people communicate better by letting presenters use pictures to show important points. It is widely used and easy to share between businesses. Its design tools are flexible, so it can be used for a wide range of presentations, from short briefings to long project pitches.

Limitations of PowerPoint

If overused, animations or visual effects may distract the audience. Presentations can become overly text-heavy or repetitive, reducing engagement. PowerPoint is also unsuitable for producing long, detailed documents that require dense written content.

Screenshot:

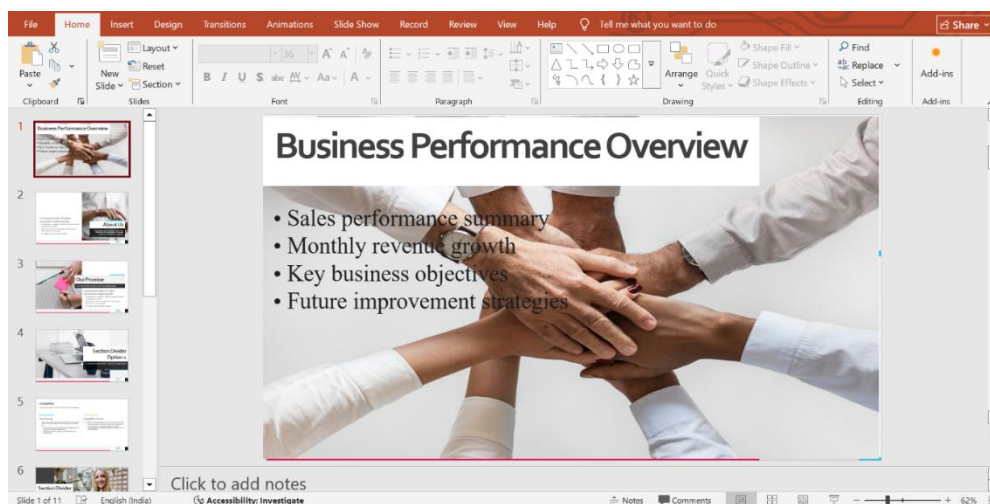


Figure 6: Screenshot of a PowerPoint Slide

Figure 6 illustrates the application of Microsoft PowerPoint for the systematic and logical display of corporate information. PowerPoint is widely employed in orga

nisations to communicate ideas, provide performance reports, conduct training sessions, and aid decision-making through visual representation.

Microsoft Access

5.1 Uses of Access in Business

Access puts information into relational tables that are linked by primary and foreign keys. We can filter, search, and change data using SQL-based queries. Forms make it easier and more user-friendly to enter data, and reports let businesses make structured summaries. Access also works with Excel to let you do more complex data analysis.

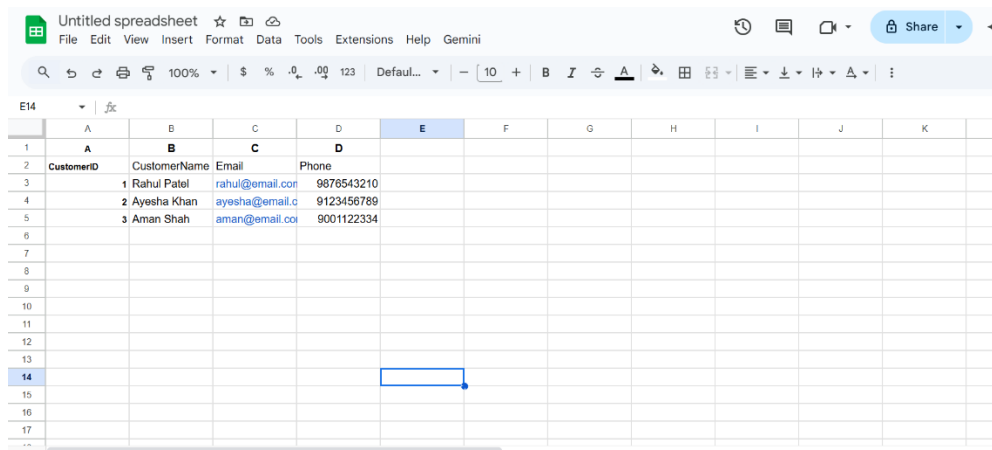
Benefits of Access

Access is easier to use than enterprise-level database systems, supports rapid development of custom solutions, and enables structured data management for small teams or departments.

Constraints on Access

Bad for big data Hard with lots of users Works just with Windows Less safe than big work tools

Screenshot:



The screenshot shows a Microsoft Access table form titled 'Untitled spreadsheet'. The table has four columns: CustomerID, CustomerName, Email, and Phone. The data is as follows:

CustomerID	CustomerName	Email	Phone
1	Rahul Patel	rahul@email.com	9876543210
2	Ayesha Khan	ayesha@email.com	9123456789
3	Aman Shah	aman@email.com	9001122334

Figure 7: Screenshot of Microsoft Access Table or Form

"Google Sheets was used to illustrate fundamental database concepts including tables, records, and structured data storage because Microsoft Access was not available on the system." Similar data organization features are found in Google Sheets, which small firms frequently use as an effective database replacement.

Figure 7 shows how Google Sheets can be used to organise customer data in a table format that is similar to a relational database. Small businesses often use cloud-based spreadsheet programs like Google Sheets to store, manage, and get information, but Microsoft Access is more commonly used for database management.

Task 4 – Communication & Collaboration Tools

1. Introduction

Work at most jobs needs good talk & work with groups. As work shifts to screens, talk & fast group work tools get more key. Jobs now use screens more, with teams in many spots & some at home or some at the job place. In this task, we look at two big apps. Google Docs helps groups work on files. WhatsApp helps people chat fast. Both apps help teams work better. They help share facts & get more done. This part gives a close look at what both apps do. It shows how jobs use them, the good & bad, & how they help users.

2. WhatsApp as a Communication Tool

More than two billion people use WhatsApp, a global messaging service. Because of its speed, accessibility, and user-friendliness, WhatsApp—which was once created for personal communication—has grown to be an important tool for businesses. WhatsApp is widely used by organizations, particularly small and medium-sized businesses, for client connection, group communication, and quick decision-making.

Key Features of WhatsApp

WhatsApp enables instant text-based communication, allowing team members to share updates without delay. It also supports voice calls, video calls, and group chats, making it possible for employees to coordinate work even when physically separated. File-sharing features allow staff to exchange documents, images, audio messages, location details, and short videos. Additionally, WhatsApp includes end-to-end encryption, which provides basic communication security, and the WhatsApp Business version introduces automated replies, business profiles, and customer engagement tools.

Screenshot

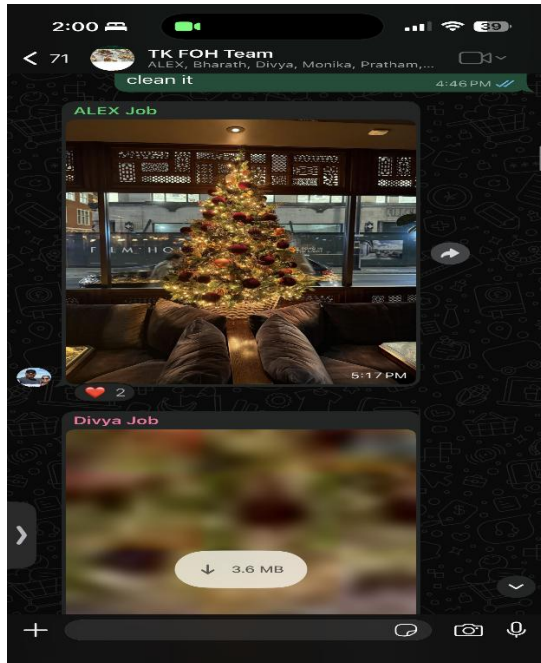


Figure 8: Screenshot of WhatsApp Chat or Group Interface

Use of WhatsApp in Business

WhatsApp is often used by employees to talk to each other on a daily basis in business settings, especially when quick answers are needed. Teams can use it to set up meetings, send reminders, confirm that tasks are done, and send out important announcements faster than they could by email. It is especially useful for coordinating field workers like delivery people, technicians, and service staff because it lets you send updates right away. Small businesses also use WhatsApp Business a lot to handle customer questions, send confirmations, and offer basic support without having to pay for expensive communication systems.

Advantages of WhatsApp

The main benefit of WhatsApp is its quickness. Instant message delivery and the platform's ability to facilitate communication even with constrained bandwidth make it dependable in a variety of settings. Multinational teams find it convenient due to its global accessibility and ease of use, which minimizes the need for training. By enabling

employees to exchange papers, videos, or photographs when text alone is insufficient, the ability to share multimedia items also improves clarity.

Limitations of WhatsApp

WhatsApp has some good points, but it also has some big problems. It wasn't made to handle private or sensitive business information, and it can be hard to keep track of or organise a lot of messages. The platform's casual nature could also make it hard to tell where work ends and play begins, which could lead to confusion. WhatsApp also doesn't work well with enterprise systems, and it doesn't have the advanced search, archiving, or workflow tools that businesses often need.

Google Docs as a Collaboration Tool

Within Google Workspace, Google Docs is a real-time, cloud-based document editing tool. Because of its ability to provide smooth multi-user collaboration, it is widely used in the government, education, and business sectors.

Key Features of Google Docs

Google Docs enables real-time co-editing, where multiple participants can work within the same document and see each other's changes instantly. The commenting and suggestion tools assist teams in providing feedback, reviewing content, or proposing revisions without modifying the original text. Version history automatically records every update, allowing users to restore earlier versions if necessary. Integration with Google Drive ensures that files are stored securely in the cloud, accessible from any device with internet connectivity. Permission settings enable document owners to control whether others can view, comment, or edit the content. Works great with Google Sheets, Slides, Forms, Gmail, and Google Meet [7].

Screenshot

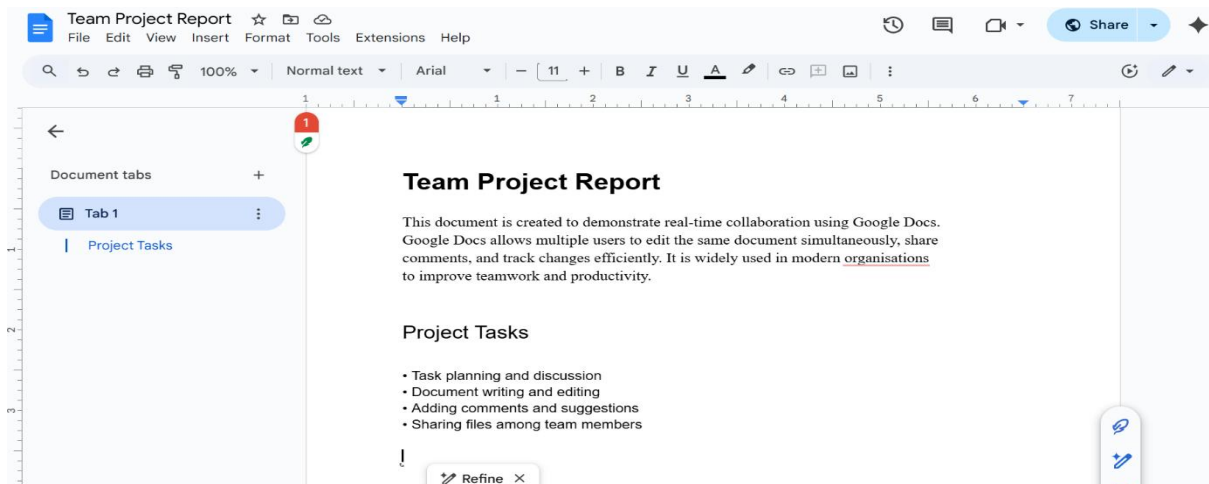


Figure 9: Screenshot of a Google Docs Collaborative Editing Session

Figure 9 shows how people use Google Docs to work together in a company. In the screenshot, you can see several users editing the same document at once and leaving comments for each other. This setup makes teamwork easier, helps everyone stay on the same page, and boosts productivity—all without the headache of dealing with different versions flying around.

Use of Google Docs in Business

Companies use Google Docs to work together on writing tasks like making reports, writing proposals, taking notes during meetings, and making training materials. Teams don't have to email multiple copies of the document anymore because it is online. This cuts down on confusion and stops version-control problems. Google Docs is also great for working together from different places. Team members can all work on the same document at the same time, talk about changes, and finish documents faster.

Advantages of Google Docs

The strongest advantage of Google Docs is its seamless collaboration. It removes barriers created by traditional file-sharing methods and promotes

transparency by showing who made which changes. The ability to access documents on any device enhances flexibility, and its automatic backup reduces the risk of losing work. Because the application runs entirely in a web browser, organisations do not need to install or maintain software on individual laptops.

Limitations of Google Docs

But Google Docs has drawbacks as well. For it to work correctly, it needs a reliable internet connection, which could be difficult in places with spotty service. It is appropriate for the majority of text-based documents, but it does not have all of Microsoft Word's sophisticated formatting and layout capabilities. Because of cloud storage, confidential or extremely sensitive documents may also present security risks. Google Docs might also have trouble with complicated formatting or very huge files.

Comparison Between WhatsApp and Google Docs

While both tools improve business efficiency, they serve different purposes:

Feature	WhatsApp	Google Docs
Primary Use	Communication	Collaboration
Real-Time Interaction	Yes	Yes
File Sharing	Yes	Yes
Supports Multi-User Editing	No	Yes
Suitable for Official Documents	No	Yes
Best For	Quick updates, group chats	Team document creation

Collectively, these tools facilitate communication and collaboration—two fundamental elements of efficient digital workplaces.

Diagram



Figure 10: Flowchart Showing Communication and Collaboration Workflow

Figure 10 shows how businesses can use technologies for communication and collaboration. Google Docs and other collaboration tools let teams work on the same documents together, which makes things run more smoothly and makes people happier at work. WhatsApp and other messaging apps make it easier to talk about things and disagree.

CONCLUSION

Technology tools play an essential role in modern work and business. Online platforms such as Shopify and Wix enable organisations to create and manage e-commerce stores for different requirements. Mind maps help teams understand how various technologies connect and how workflows operate. Productivity applications such as Word, Excel, PowerPoint and Access support document creation, data analysis, presentations and organised information management. Communication and collaboration platforms like WhatsApp and Google Docs allow teams to work quickly, share updates and edit documents together in real time. When teams choose appropriate tools and use them effectively, they improve productivity, strengthen communication and support long-term performance. Using the right technologies enables organisations and employees to work efficiently, grow and achieve sustained success.

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