

# 4 Europe



4 Europe  
Journy with us!



CEO: Lidija Stoleska

Editor: Marian Dragomir

Designer: Agnes Antal

Low Consultant: Mauro Carta

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## Marketing Plan

### 1. Market research

Our research proves that the market makes it possible to promote our product because there are a lot of another services that we are going to include and our firm will get to the willing target. Our magazine will offer quality, true informations which people will pleasuredly use and also get to learn usefull information about Europe in general. Our product is not expensive, so everyone can buy it. We plan to sell about a million copies int he first year which we think will increase next year by 20%.

### 2. Target

It will mainly be young people how are willing to gather usefull information and use it practically.

### 3. Promotion

We will make an internet page, make brochures and radio/TV commercials and promote ourselves in projects such as Erasmus or youth projects, which are more famous so we can make on a bigger level, and go in person to schools to make the promotion better. We aim to people who enjoy reading a good magazine.

### 4. Concurention

There are a lot of other magazines with high quality but our better side is that we put education in first place and we will try to make it less chargeable, and our style of writing will be more interesting for youth to understand.

## How private is your Facebook page?

Over the years Facebook has had some difficulties with user privacy: It's dealt with privacy breaches, class-action lawsuits, and increasing pressure from governments to protect users that are feeling increasingly unprotected. So, Facebook has turned a corner in dealing with this problem.

Over the last several months, the social network has redesigned a number of privacy settings and launched new features, like in April 2015 when Facebook overhauled its privacy center and added reminders to help users better understand what they share and with whom. They started to launch a privacy checkup tool and the remark of the CEO "We wanted to make sure you're sharing with the right people," is a good indicator of the company policies.

Thus many are marking that the privacy checkup tool covers a number of settings, including who you're posting to, which apps you use, and the privacy of your profile information. This situation is seen in the announcements that recently Facebook did, like "We want to do all we can to put power and control in people's hands," and "This new tool is designed to help everyone make sure they are sharing with just the audience they want."

In the next lines we would show some tips regarding privacy settings:

1. First, make sure all your future posts are locked down. Click on the padlock icon on the top toolbar (on the right hand side), then click 'Who can see my stuff?'

Under 'Who can see my future posts', choose from:

- Public (which obviously means everyone)
  - Friends
  - Only me
  - Custom (which allows you to limit some of your friends from seeing your posts)
2. Click on the padlock icon on the top toolbar (on the right hand side), then click 'Who can contact me'. By default this is set up as 'Basic Filtering' to allow friends and people you may know the opportunity to send you a message. If you want only friends to be able to contact you, you can increase the filtering on your inbox. Other messages will then be diverted to your 'other' folder which you can access from the Messages screen. To do this, click 'Strict Filtering' under 'Whose messages do I want filtered into my Inbox?'
  3. If you wish to control who can find you based on the email address or telephone number you used to sign up Facebook then you can do so by first clicking on the arrowhead at the top right of any page and then clicking "Settings". Next, select 'Privacy' from the menu on the left hand side of the page and look for the 'Who can look me up?' Option. You will notice that there are separate settings for both your email address and telephone number. Click 'Edit' next to each to choose Friends, Friends of Friends or Everyone.

# WHERE TO FIND WHAT!



## THE ADVANTAGES OF ERASMUS PROJECTS



We are now in Mill Hill. We came from 8 different countries. Out of the hundred good reasons about interacting with other countries we present to you some of the experience we have learnt throughout this week. They were some marvellous presentations from each country. The main subject was gathering information that you can use to ease your daily actions. Like, Youth Information centre, space for information, meeting and gathering, place for those who study, work, search of employment or want to manage free time in a creative and productive way, using information services and expert advice. Then, ways in which youth can get information regarding jobs. Most of them are using online databases and they benefit from the advice of trainers like job applications CV writing and much more. Just as we've learnt from our teachers but co-workers here. We understood the importance of IT security, how to save the info you give when applying for a job or before. We studied ways on how to be motivated, watching clips discussing ideas and the importance of staying constantly motivated to achieve success. We did practical exercises on how can we communicate better, even without speaking. To take opportunities when possible, but use them wisely. That is all for now from us, writing live from here. Join projects, use your time to learn something.

Thank you for everything! ☺

# INFORMATION

If you would like to travel to a new town, we offered you you visit first the town's website before we travel there, because in the website has any information such as accommodation, the history of the town's, the town's attractions and prospective programs.

*When you arrived your destination like tourist:*



The first step we visit a Tourist Office, because there is a lot of information about the town where stand you. Here you can orient about the daily programs, museums, public transport and so on, and so on. The second place where you can get different and useful information is the Post Office. Here you can for example connect in insurance, send letters and packages and you can change money. The museums and spectacles have own brochures about the programs and attractions what you can use to, too.

*When you arrived your destination like an employee:*

## Contracts

A contract of employment is an agreement between an employer and an employee. Your rights and duties, and those of your employer, are called the 'terms' of the contract. The government does not require employers to use a specific type of contract but the terms must comply with employment law. Contracts can be for permanent or temporary duration, whether for full time or part time employees. Employers may also use the following contracts:



## Fixed-term Contracts

These contracts last for a certain length of time which is set in advance. The contract ends when a specific task is completed or a specific event takes place.

## Zero Hour Contracts.

There are no specified working hours and the employer does not have to provide you with work. Instead, work is provided on an 'as required' basis and you are only paid for hours actually worked. These contracts are becoming increasingly commonplace in the UK. Whilst popular with some, who enjoy the flexibility offered, many people find these contracts unsuitable due to the unpredictable amount of work provided.

## Agency Workers

Employers often hire staff through recruitment agencies. If the position is permanent or fixed term, the contract is usually between the worker and the hiring company but if position is temporary the contract is usually between the worker and the agency. If an agency worker spends 12 weeks in the same job with the same hirer, they qualify for equal treatment. This means they're entitled to the same basic terms and conditions as employees doing the same job in the same workplace.

## Remuneration

Workers in the UK are legally entitled to be paid the national minimum wage per hour for the work that they do. This table lists the minimum wage for each age group:

<b>Age</b>	<b>Minimum Wage (per hour)</b>
Apprentice rate*	£2.73
16-17	£3.79
18-20	£5.13(development rate)
21 and over	£6.50

These rates change on 1<sup>st</sup> October each year.

You will normally be paid either each week or each month. Most employers will arrange for your pay to be sent direct to your bank account.

By law, you should also receive a pay slip each time you are paid. This is a statement from your employer showing your exact pay and how much has been deducted for National Insurance and tax.

Employers are legally allowed to make deductions from your wages for Income Tax, Pay as You Earn (PAYE) and National Insurance contributions. Any other deductions made such as contributions to pension schemes have to be agreed with you first. If you believe you aren't receiving the minimum wage you can contact the Pay & Work Rights Helpline on Tel: 0800 917 2368.

