



Financial Business Plan for SWEng Group Three Enterprise

Written by the Finance Manager for SWEng Group Three Enterprise.

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Introduction:

This document will outline the financial plan for our company, including a cash flow forecast for the development phase of our product as well as a PERT chart and a Gantt chart indicating how many hours of labour occur each week.

In this document our product will also be explained, and we will provide analysis of our costs in order to aid the financial advisor with their financial decision.

Our Product: Hands Off:

- Hands Off is an app created to teach users about cooking. Aimed primarily towards android users between the ages of 18 and 30, the app provides:
 - Step-by- step recipes in a slideshow format.
 - Informative videos teaching the user basic cooking techniques.
 - A platform on which to 'favourite', share and create recipes, as well as the ability to interact with other users.
- The Unique Selling Points (USP's) of this app are:
 - When following a recipe in the app, the user will be able to use minimal movement to switch from one step to the next, either through use of tapping the screen or possibly through gesture/motion recognition.
 - he app will have a paid version, where there will be no adverts, exclusive access to regularly changing competitions, and giveaways and discounts on cooking and food related products and experiences.
 - The app is therefore available in both a free and a paid version. The paid version will be advert free, whereas the free version will contain banner adverts and interstitial adverts before the first step in any recipe.

Cash Flow Forecast for the Development Phase of Hands Off: SWEng Group Three Enterprise Innovation(With Simple Interest):

	Spring Term										Easter Holidays										Summer Term									
Week Commencing	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10										
8/12/2018	15/12/2018	22/12/2018	29/12/2018	5/12/2018	12/12/2018	19/12/2018	26/12/2018	5/12/2018	12/12/2018	19/12/2018	26/12/2018	2/1/2019	9/1/2019	16/1/2019	23/1/2019	30/1/2019	7/2/2019	14/2/2019	21/2/2019	28/2/2019										
Income																														
Estimated Contract	0.00	0.00	0.00	0.00	0.00	0.00	32.03	64.06	32.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Estimated Loan	0.00	0.00	0.00	0.00	0.00	17,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14,000.00	0.00	0.00	0.00	0.00											
Total Income	0.00	0.00	0.00	0.00	0.00	17,000.00	32.03	64.06	32.03	0.00	0.00	0.00	0.00	0.00	14,000.00	0.00	0.00	0.00	0.00											
Expenses																														
Estimated Wages Accrued																														
Project Manager	95.00	130.00	200.00	200.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00	50.00	0.00	0.00											
QA & Documents Manager	143.75	131.25	75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Software Manager	121.25	53.75	100.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	50.00	0.00	0.00	0.00											
Design Manager	143.75	181.25	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00	50.00	0.00	0.00											
Finance Manager	50.00	25.00	62.50	0.00	200.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Multimedia & Content Manager	98.75	126.25	200.00	200.00	200.00	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
QA Developer/Manager	83.75	41.25	200.00	200.00	200.00	175.00	0.00	87.50	0.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00											
Marketing Manager	200.00	200.00	200.00	137.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00	200.00	100.00	0.00	0.00											
Software Engineers	0.00	0.00	0.00	150.00	150.00	100.00	100.00	43.75	0.00	100.00	200.00	200.00	200.00	200.00	75.00	0.00	0.00	0.00	0.00											
Estimated Total Wages Accrued	368.25	888.75	962.50	1,037.50	950.00	637.50	600.00	331.25	325.00	300.00	400.00	400.00	400.00	400.00	275.00	475.00	200.00	200.00	200.00											
Estimated Wages Paid																														
Project Manager	0.00	95.00	130.00	200.00	200.00	0.00	12.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00	50.00	0.00	0.00											
QA & Documents Manager	0.00	143.75	131.25	75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Software Manager	0.00	121.25	53.75	100.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	50.00	0.00	0.00	0.00											
Design Manager	0.00	143.75	181.25	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00	50.00	0.00	0.00											
Finance Manager	0.00	50.00	25.00	62.50	0.00	200.00	0.00	125.00	0.00	125.00	0.00	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Multimedia & Content Manager	0.00	98.75	126.25	200.00	200.00	125.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
QA Developer/Manager	0.00	83.75	41.25	200.00	137.50	0.00	0.00	87.50	0.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00											
Marketing Manager	0.00	200.00	200.00	200.00	137.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Software Engineers	0.00	0.00	0.00	150.00	150.00	100.00	100.00	43.75	0.00	100.00	200.00	200.00	200.00	200.00	75.00	0.00	0.00	0.00	0.00											
Estimated Total Wages Paid	0.00	936.25	888.75	962.50	1,037.50	950.00	637.50	600.00	331.25	325.00	300.00	400.00	400.00	400.00	400.00	275.00	475.00	200.00	200.00											
Estimated Contract Out	0.00	0.00	0.00	0.00	0.00	0.00	32.03	64.06	32.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Estimated Interest	0.00	0.00	0.00	0.00	0.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00											
Rent Accrued	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69	632.69											
Rent Paid	0.00	0.00	0.00	2,530.77	0.00	0.00	1,888.08	0.00	1,888.08	0.00	1,888.08	0.00	1,888.08	0.00	1,888.08	0.00	1,888.08	0.00	1,888.08											
Utilities Accrued	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00											
Utilities Paid	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
IT Infrastructure Accrued	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00											
IT Infrastructure Paid	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00											
Estimated Total Overhead Cost	0.00	0.00	0.00	2,530.77	0.00	900.00	1,888.08	0.00	2,498.08	0.00	2,498.08	0.00	2,498.08	0.00	2,498.08	0.00	2,498.08	0.00	2,498.08											
Total Expenses	0.00	936.25	888.75	3,493.27	1,037.50	1,905.00	2,530.58	687.03	450.31	2,910.11	355.00	455.00	455.00	455.00	505.00	376.00	576.00	5,362.54	10,100.00											
Bank Balance																														
Opening Balance	0.00	0.00	-936.25	-1,825.00	-5,318.27	-6,365.77	8,739.23	6,148.65	5,493.65	5,107.40	2,223.33	1,874.33	1,419.33	964.33	509.33	14,004.33	13,628.33	13,052.33	7,889.79											
Net Cashflow	0.00	-936.25	-888.75	-3,493.27	-1,037.50	15,095.00	-2,590.58	-655.00	-986.25	-2,878.08	-355.00	-455.00	-455.00	-455.00	13,495.00	-376.00	-576.00	-5,362.54	-10,100.00											
Closing Balance	0.00	-936.25	-1,825.00	-5,318.27	-6,365.77	8,739.23	6,148.65	5,493.65	5,107.40	2,223.33	1,874.33	1,419.33	964.33	509.33	14,004.33	13,628.33	13,052.33	7,889.79	5,787.79											

Information: Cash Flow Forecast-SWEng Group Three Enterprise:

The following assumptions have been made to produce the Cash Flow Forecast:
















- For calculating the wages:
 - As stated by the Project Manager stated, it is assumed employees will work for 4 hours a day, for four days per week.
 - It is also assumed all employees have an initial month-long trial period, after which they are paid on a weekly basis (ie: all employees are paid from the week in which the first loan payment is received onwards).
- For loan interest calculations:
 - It has been assumed that interest is simple interest, until information on when the interest is compounded is known (sufficient room has been left for unexpected costs in case more costly compound interest on the loan is finally charged).
 - A prudent view has been adopted for the size of the loan required. This means the amount needed has been over rather understated in order to cover possible unforeseen expenses.
- For calculating the financial value for the contracts:
 - It has been assumed that at this stage no code signing is necessary for the purchase and selling of contracts.
 - It is assumed only two of the media will be bought-in/licensed.
 - It has been assumed that the app used as a reference uses all 6 forms of media described by the customer.
 - It is assumed the placement of the contract, the handover of the module code and the acceptance of the module by the purchaser group all occur between the deadline for all contracts to be agreed and filed and the first iteration (weeks of 26/2/2018, 5/3/2018 and 12/3/2018 respectively).
 - It is assumed the acceptance of the module by the purchaser group occurs in the week following the week in which the code is handed over.
 - It is assumed all contracts and payments are completed/made prior to the First Iteration deadline in week of 12/3/2018.
 - It is assumed the cost of buying/licensing the code for the other two media is equal to the value at which our company sells the code we create for two media to other groups, and hence not impacting the closing balance.
 - It is assumed the conversion rate used to convert the example price for the developer license of a typical multimedia app in Java and is accurate.
 - It is assumed the cost of any code modules bought-in or licensed is the same.
- Other assumptions made include:
 - The loan will be awarded.
 - The loan can be split into two payments in a ratio that is most beneficial for the company.
 - Rounding most numbers, except for interest, to the nearest penny is sufficiently accurate (and to the nearest pound for the interest).
 - Interest is not an overhead.
 - The "app development" activity in the Work Breakdown Structure includes the time taken to write the code being sold to other groups/companies.

Information: Wages:

- The following information, courtesy of the Project Manager, was used to calculate the wages per job role per week.
- It is assumed that all employees, including the Project Manager, will work as software engineers in order to reduce the number of employees required, and to ensure that the product is created within the deadlines provided by the customer.

Work Breakdown Structure:

SWEng					
ID	Task Mode	WBS	Task Name	Duration	Work
1		1	PHASE 1: Documentation	4 days?	100 hrs
2		1.1	Generate Functional Specification Doc	4 days	43 hrs
3		1.1.1	Generate sections of functional spec doc	16 hrs	34 hrs
4		1.1.2	Compile Functional Specification Doc	6 hrs	9 hrs
5		1.2	Generate QA Manual	2.5 days	22 hrs
6		1.2.1	Generate Roles and Responsibilities section	2 hrs	16 hrs
7		1.2.2	Compile QA Manual	6 hrs	6 hrs
8		1.3	Generate W.B.S	5 hrs	5 hrs
9		1.4	Finance	2 days?	30 hrs
10		1.4.1	Generate Financial Report 1	10 hrs	10 hrs
11		1.4.2	Generate Financial Report 2	10 hrs	10 hrs
12		1.4.3	Generate Financial Report 3	10 hrs	10 hrs
13					
14		2	PHASE 2: Research & Design	34 days	123 hrs
15		2.1	Generate Project Idea	3 hrs	24 hrs
16		2.2	Research and analyze market	20 hrs	20 hrs
17		2.3	Research advertisement revenue	8 hrs	8 hrs
18		2.4	Financial Research	2 days?	30 hrs
19		2.4.1	Develop sales strategies	5 hrs	10 hrs
20		2.4.2	Generate Financial Buisness Plan	16 hrs	16 hrs
21		2.4.3	Perform Financial Performance Review	4 hrs	4 hrs
22		2.5	Design	28 days	41 hrs
23		2.5.1	Generate app mockups	20 hrs	29 hrs
24		2.5.2	Design Logo	2 hrs	2 hrs
25		2.5.3	Create class diagrams	10 hrs	10 hrs
26					
27					
28		3	PHASE 3: Development		287.5 hrs
29		3.1	Software	25 days	287.5 hrs
30		3.1.1	GUI Development	75 hrs	75 hrs
31		3.1.2	Server Development	25 hrs	42.5 hrs
32		3.1.3	App Development	100 hrs	170 hrs
33					
34		4	PHASE 4: Testing & Analysis		54 hrs
35		4.1	GUI Testing	4 hrs	6 hrs
36		4.2	System Testing	16 hrs	32 hrs
37		4.3	Perform & gather consumer feedback	16 hrs	16 hrs
38					
39					

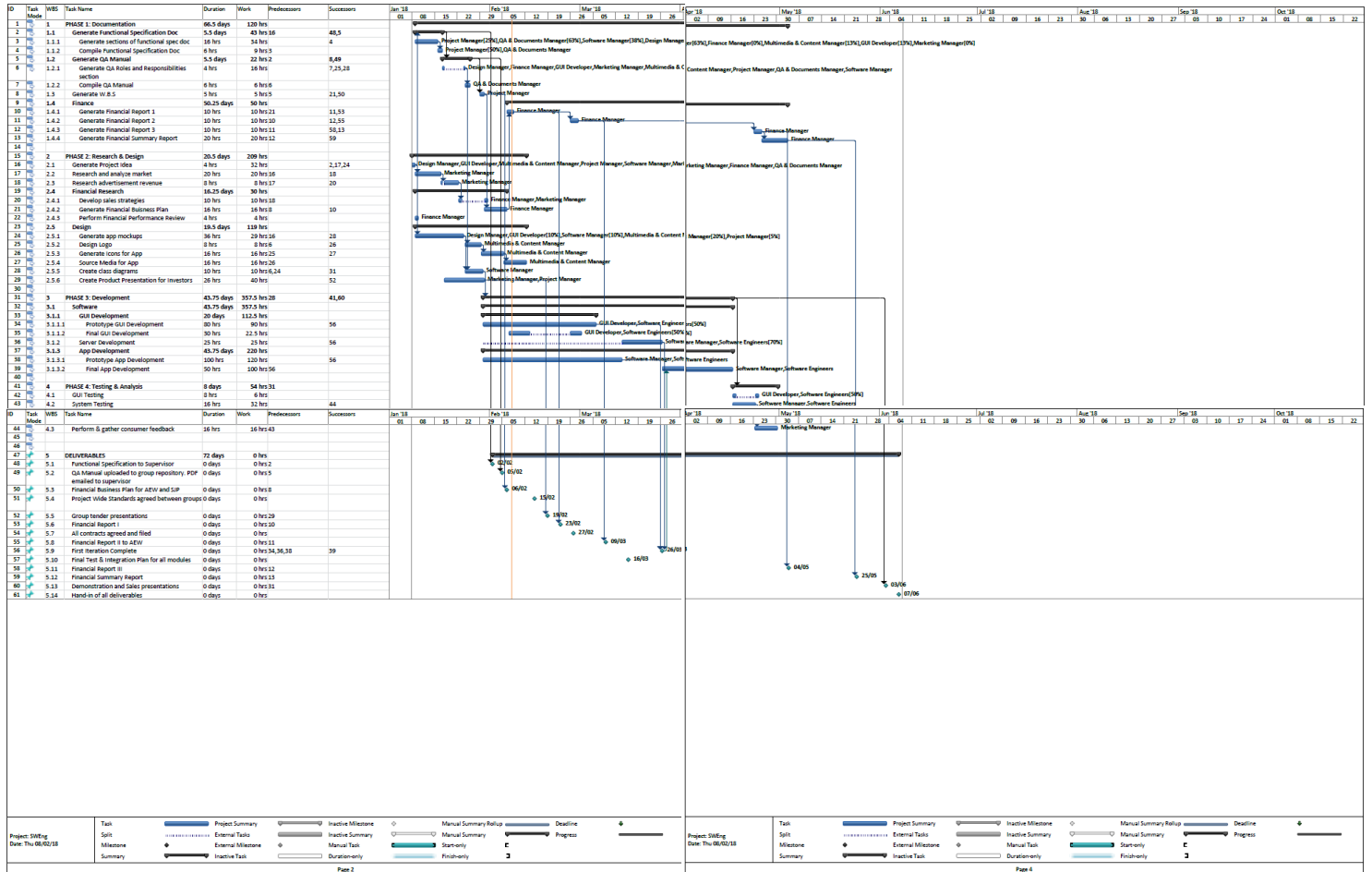
40		5	DELIVERABLES	178 days	0 hrs
41		5.1	Functional Specification to Supervisor	0 days	0 hrs
42		5.2	QA Manual uploaded to group repository. PDF e	0 days	0 hrs
43		5.3	Financial Business Plan for AEW and SJP	0 days	0 hrs
44		5.4	Project Wide Standards agreed between groups	0 days	0 hrs
45		5.5	Group tender presentations	0 days	0 hrs
46		5.6	Financial Report I	0 days	0 hrs
47		5.7	All contracts agreed and filed	0 days	0 hrs
48		5.8	Financial Report II to AEW	0 days	0 hrs
49		5.9	First Iteration Complete	0 days	0 hrs
50		5.10	Final Test & Integration Plan for all modules	0 days	0 hrs
51		5.11	Financial Report III	0 days	0 hrs
52		5.12	Financial Summary Report	0 days	0 hrs
53		5.13	Demonstration and Sales presentations	0 days	0 hrs
54		5.14	Hand-in of all deliverables	0 days	0 hrs

[illegible]

Resource Plan:

Resource Name		Work (hrs) Wages(£)																			
Project Manager	Total	08-Jan	15-Jan	22-Jan	29-Jan	05-Feb	12-Feb	19-Feb	26-Feb	05-Mar	12-Mar	19-Mar	26-Mar	02-Apr	09-Apr	16-Apr	23-Apr	30-Apr	07-May	14-May	21-May
	61	7.6	£95.00	10.4	£130.00	16	£200.00	0	£0.00	1	£12.50	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
QA & Documents	28																				
Manager																					
Software	202	11.5	£143.75	10.5	£131.25	6	£75.00	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	
Manager																					
Design	26	9.7	£121.25	4.3	£53.75	8	£100.00	16	£200.00	16	£200.00	16	£200.00	16	£200.00	16	£200.00	4	£50.00	0	£0.00
Finance																					
Manager	77	11.5	£143.75	14.5	£181.25	10	£125.00	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	6	£75.00	
Multimedia & Content																					
Manager																					
GUI Developer	79	4	£50.00	2	£25.00	5	£62.50	£0.00	16	£200.00	0	£0.00	10	£125.00	0	£0.00	0	£0.00	10	£125.00	
Marketing	95	7.9	£98.75	10.1	£126.25	16	£200.00	16	£200.00	10	£125.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
Manager																					
Software Engineers	111.5	6.7	£83.75	3.3	£41.25	0	£0.00	12	£150.00	16	£200.00	16	£200.00	14	£175.00	7	£87.50	0	£0.00	0	£0.00
Total	755.5	16	£200.00	16	£200.00	11	£137.50	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	12	£150.00	12	£150.00	8	£100.00	8	£100.00	3.5	£43.75	0	£0.00	8	£100.00	16	£200.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	8	£100.00	8	£100.00	16	£200.00	16	£200.00	16	£200.00	16	£200.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00
		0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00	0	£0.00

Gantt Chart:



(Please see Appendix A for a larger version of the Gantt Chart.)

Information: Contracts:

- Whilst the contracts values have no impact on the group's Cash Flow Forecast for the development phase of the app, in order to choose an accurate value I carried out online research and found an e-commerce app on Binpress [1] (See Appendix B for a hard copy of the webpage) that, whilst not being exactly the same as our product, comply with the requirements from the customer and was created for an Android platform in Java.
- The app's Developer License was \$499.99, and using the current currency conversion rates from USD to GBP, the Developer License was £384.34
- Using the previously mentioned assumption that the app's that we are using as a reference for pricing contracts utilises all 6 forms of media described by the customer:

- $\frac{384.34}{6} = £64.05\dot{6}$ per form of media.

- Therefore, we believe the cost of licensing/buying-in two forms of media is

$$2(£64.05\dot{6}) = £128.11\dot{2} = £128.11 \text{ (rounded to the nearest whole penny)}$$

[1]"E-Commerce Android App | Java | Android", *Binpress*, 2018. [Online]. Available: <http://www.binpress.com/app/ecommerce-android-app/4363>. [Accessed: 09- Feb- 2018].

[2]"Currency Converter – Google Finance", *Finance.google.com*, 2018.[Online]. Available: <https://finance.google.com/finance/converter>. [Accessed: 09- Feb- 2018].

Information: Interest and Estimated Loan Required:

- Assuming, as mentioned previously, that simple interest is used because it is unclear when the interest is compounding (weekly, monthly, etc.), and using the 16.86% APR, the estimated loan required would be:
 - Closing Balance at the end of the development phase + simple interest
$$= £28,603 + (£28,603 \times \frac{24}{52} \times 0.1686)$$
$$= £28,603 + £2,225$$
$$= £30,828$$
$$= £31,000$$
 - This estimate has been rounded up to account for possible unforeseeable excess expenditure.
- Also, as mentioned in the assumptions section, it has been assumed that the ratio of the amounts of the loan paid can be changed in order to be most beneficial for the company, and so it's assumed that, for an estimate of £31,000, the loan's payments can be split into:
 - £17,000 = the first loan payment.
 - £14,000 = the second loan payment.
- Therefore, the interest per week used in our cash flow forecast between the first amount paid and the second amount paid is:
 - $£17,000 \times 0.1686 \times \frac{1}{52} = £55.25$ (As mentioned above with regards to rounding, the value £55 was used.)
- Also the interest per week used in our cash flow forecast from when the second amount has been paid until the end of the development phase is:
 - $£31,000 \times 0.1686 \times \frac{1}{52} = £100.51... = £101$ (As mentioned above with regards to rounding, the value £101 was used.)

Information: Overhead Recovery Rate Analysis:

- The following table shows our cumulative Overhead Recovery Rate forecast for the development phase of our product:

Week Commencing	Total Overheads (£)	Cumulative Total Overheads (£)	Direct Labour Hours	Cumulative Direct Labour Hours	Cumulative Overhead Recovery Rate (£ per Hour)
8/1/2018	0.00	0.00	74.9	74.9	0.00
15/1/2018	0.00	0.00	71.1	146	0.00
22/1/2018	0.00	0.00	77	223	0.00
29/1/2018	2,530.77	2,530.77	83	306	8.27
5/2/2018	0.00	2,530.77	76	382	6.63
12/2/2018	900.00	3,430.77	51	433	7.92
19/2/2018	1,898.08	5,328.85	48	481	11.08
26/2/2018	0.00	5,328.85	26.5	507.5	10.50
5/3/2018	0.00	5,328.85	26	533.5	9.99
12/3/2018	2,498.08	7,826.93	24	557.5	14.04
19/3/2018	0.00	7,826.93	32	589.5	13.28
26/3/2018	0.00	7,826.93	32	621.5	12.59
2/4/2018	0.00	7,826.93	32	653.5	11.98
9/4/2018	0.00	7,826.93	36	689.5	11.35
16/4/2018	0.00	7,826.93	22	711.5	11.00
23/4/2018	0.00	7,826.93	38	749.5	10.44
30/4/2018	0.00	7,826.93	16	765.5	10.22
7/5/2018	5,061.54	12,888.47	0	765.5	16.84
14/5/2018	0.00	12,888.47	16	781.5	16.49
21/5/2018	1,500.00	14,388.47	4	785.5	18.32
28/5/2018	1,898.08	16,286.55	0	785.5	20.73
4/6/2018	0.00	16,286.55	0	785.5	20.73
11/6/2018	0.00	16,286.55	0	785.5	20.73
18/6/2018	2,498.08	18,784.63	0	785.5	23.91

- Therefore, it is clear that the Overhead Recovery Rate for our product remains below £25 per hour throughout product development.

Summary:

- We are SWEng Group Three Enterprise, and our product Hands Off is an innovative app aimed towards young adults to provide them with recipes, cooking tips and exclusive deals, discounts and giveaways as well as the ability to complete recipes with minimal use of their hands.
- Our estimated loan required would be £31,000, preferably paid in the form of £17,000 in the first instalment and £14,000 in the second instalment.