MA1254 – Business
challenge
Group 17

Consulting for Belvoir Dairy Limited - Journal

Group members:

Name	Abbreviation
Jiajun Sun	JS
Yingzhe Sun	YS
Xunge Zhang	XZ
Jihang Zhao	JZ

Customer: Belvoir Dairy Limited (BDL).

21 May 2021 – Kick-off meeting.

BDL provides problem description and set delivery date for Friday, June 11, 2021 at 18p.m.(GMT).   After reading and thinking about the topic, the students began their first discussion at 3 p.m(CMT). However, because of the difficulty of the task, in the first meeting, four people did not fully understand the intention of the topic, the meeting fell into a standstill. After two hours of communication and discussion, we decided to divide the work among four people: JS is responsible for the cost calculation of red, white and blue cheese; YS thinks about the production allocation and profit calculation of different factories. XZ process and analysis data in Excel. JZ choose to summarize and coordinate work. The group appoints to have a meeting when they get preliminary result.

22 May 2021 – Self thinking and exchanging opinions

JS had a good understanding of the requirements of the topic and clear the requirements of the task. He wrote his thought in QQ group. He gave the group some questions to solve. The first task is to simulate the original scheme and calculate the profit. Then we should give BDL an improved scheme to enlarge the profit. YS put forward some questions that how to decide the price of blue cheese to get larger profit as well as how to find and optimize a function to investigate the data of the whole year and give the most profitable solution to BDL. XZ said that we could from the problem and data in excel that we should give priority to blue and white cheese during Christmas time because their different quality guarantee period. JZ wrote the questions that we needed to improve and make sure. JS decided to make further discussion and research to use programming to calculate a better scheme and the group needed a further meeting after solving these problems.

24May 2021 – Further meeting.

The group have a meeting at 3 p.m.(CMT). After our research of problems that we had done, JS made an original plan and we started to analyze and give suggestions to each other. However, YS raised 2 questions about the scheme. 1)What function would we use to give BDL a plan to make as much money as possible and2) how to simulate a whole year's cost data. XZ sorted the data and used the function to calculate BDL selling for the whole year and give a preliminary answer. JS and JZ drew several charts which shows the answer. This meeting greatly improved our progress.

25-28 May 2021 – Further study

BDL company clarified the task to the group which is to make a proper plan of purchasing and selling to make profit as much as possible as well as thinking about raw material, sale methods

and gave BDL company a scheme to get larger profit. JS use solver function and java to operate the program. Other 3 students analyzed the data and wrote the formulas. The final answer started to be perfect.

30 May 2021 – solving new problems.

Our team faced new problems. 1) The data of red cheese cannot be solved by easily functions

2) How to produce these 3 kinds of cheese, especially blue and red cheese.

3) How to predict the demand of Christmas.

The group tried to solve these questions in later researches. The group fought for these problems.

2 June 2021 – Analyzing data and drawing tables from data.

Our team based on the previous thinking results, JS and YS figured out the origin scheme which the problem gave us and got the profit of this method. Then the main task for our group changed to be figuring out a better method to make larger profit. XZ and JZ summarize the results of our group. JS wrote the first part of the final report. The group worked hard together to find the parts that could be improved to give BDL a proper scheme.

4 June 2021 –Further meeting and preparing for presentation.

We shared a lot of data that we have analyzed to BDL company, meanwhile, we discussed some details of our improve plan, BDL company praised our unique idea, which is very constructive. So, we decided to maintain this idea and start to refine the data and make the final PowerPoint

and report. Besides, YS started to write the journal to record the thought of the whole group about this problem. JZ shew how the functions and formulas calculate the profit.

7 June 2021 – Organize and prepare data and PowerPoint for report.

JS finished writing the report and we make sure all of us understand the function and thought of our own method, and we talked something about presenting our solution in a 10-minute presentation using PowerPoint. The group calculated the final profit of our own method. JZ is the main producer of PowerPoint and we gave him advice. Every one of the group agreed with the final answer. The group decided to record the presentation after the final tutorial.

10 June 2021 – Recording presentation and finishing the work

After a long term of discussing and operating, on Thursday 17 p.m.(CMT) which the final tutorial, JS asked the last question and made sure that our scheme is feasible. After class , we joined together and recorded the presentation.