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| University of Leicester logo | **MA1254 – Business challenge**  *Group 3* |

**Consulting for Belvoir Dairy Limited - Journal**

**Team members:** Yu Li (YL), Junbiao Li (JL), Haoxiang Zhao (HZ), Siyu Pu (SP), Yunkuo Zhang (YZ).

**Customer:** Belvoir Dairy Limited (BDL).

**06 May 2022 –** **Kick-off meeting**

BDL provides problem description and set delivery date for Tuesday 30 of March at 9am. BDL expects an analysis of the current situation, as well as recommendations and rationale for change. YL, JL, HZ, SP and YZ received the request and formed a team to solve the problem. YL thinks we should have a general understanding of the problem before we discuss it together. Due to the busy academic schedule of other courses, YL decided that we would meet for discussion after each of us had understood the problem in next weekend.

**15 May 2022 – First meeting discussion**

In our spare time on weekends, we had our first meeting to discuss. However, due to the difficulty of the problem, our first discussion did not lead to any useful conclusions, but there were some results. YL and JL found that the execl data we got was different from the data given in the document. HZ and SP gave a general idea to solve the problem, that is, to fit the production cost by function, and then calculate the profit by assuming pricing. We collected some questions and submitted them to the teacher. We plan to hold the discussion until the teacher has solved the questions raised next Wednesday.

**19 May 2022 – First big advance**

Yesterday and Wednesday, the teacher answered the questions. We were so inspired that we immediately discussed our ideas and assigned tasks the next day. YL and JL are responsible for fitting the data in execl, HZ is responsible for Christmas-related algorithm design, SP and YZ are responsible for cost allocation calculation.

**20 May 2022 – Problem**

YL and JL found it difficult to fit the data in the table. After data fitting, the effect is good in the upper plant, but poor in the lower plant. HZ is also helping to think about this.

**21 May 2022 – Solution to the problem**

JL proposed a feasible solution to cost fitting, and YL and HZ completed the calculation of fitting parameters.

**22~23 May 2022 – Calculating**

HZ consulted the data and gave the guess of the proportion of cheese sales in Christmas. SP and YZ completed the profit calculation formula. YL and JL get the optimal solution through solver. So far, we have solved the main problems of the project, and we plan to complete the task assignment of the project report tomorrow.

**24~26 May 2022 – Preparation**

Based on our previous results, we discussed our final conclusions and recommendations and assigned tasks. YL, JL and HZ completed the report together. SP and YZ finished the PPT together.

**27 May 2022 – Results report**

All members of the group gathered together and finished the recording of the achievement report video.