

CA of the Future Project | Phase 1

University of Witwatersrand



Introduction

Welcome to the Deloitte CA of the Future Project! Where we are going to be pushing you to your limits in developing an innovative digital transformation strategy to present to the Innovations Committee of Smith's (Pty) Ltd.

Project Outcomes:

The objective of this project is to place emphasis on the SAICA CA (2025) framework by exposing students to the following CA (2025) acumens:

- Digital disruption
- Value creation in a business context
- Critical thinking
- Integrated thinking

Students are therefore required to show the implementation of the above framework by achieving the challenge set below.

Your challenge:

You have been pre-allocated to a **group of 5** within your diagonal group. Presentation timing is **10 minutes, with 3 minutes for questions**. Each group must prepare a **PowerPoint presentation (no longer than 6 slides)** to be presented in their diagonal group addressing the key points identified below. Your team is encouraged to use other mediums (i.e., videos, graphs etc.) in the presentation.

1. How would you incorporate Artificial Intelligence (AI) into your existing revenue systems to digitize your revenue processes? Provide an example using only ONE of the three process in the revenue business process namely, ordering process or shipping and invoicing process or sales returns process of how you would incorporate other technologies that can be used for the process of digitization covered in lecture 1.
2. What are the risks associated with digitizing the revenue business process and how do those risks affect the triple bottom line of the business?
3. Research around AI has proven that one of the biggest risks is that people do not know how to communicate with AI. This creates a challenge around how to effectively leverage from AI to conduct daily activities.

Taking the above into consideration, what training and/or programs would you suggest should be incorporated in upskilling your employees to assist them to use and better communicate with AI?

4. IAS 2 states that the cost of inventories includes all costs of purchase, costs of conversion (direct labour and production overhead) and other costs incurred in bringing the inventories to their present location and condition. Identify and describe four examples of costs which would be considered costs of purchase and costs of conversions in the production of chocolate bars. Use the table structure below to answer this task:

No.	Costs of Purchase	Costs of Conversions
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50% of your mark for this project will be based on your submission of the above required in the form a formal report to the stakeholder. The remaining 50% will be based on your presentation of your pitch.

This initiative will contribute **5%** towards your year-end mark. The top 3 performing teams will get present their pitch to the Innovations Committee at the grand finale of the , “Deloitte CA of the Future 2025” event at Deloitte Waterfall Offices. A cash prize will be awarded to the top performing team.

Deadline for submission of report: Monday, 16 September, 17h00

Tutorial Presentations will be taking place:

Diagonal E Students – Wednesday, 25 September, 14h15 – 16h00

Diagonal A Students – Thursday, 26 September, 14h15 – 16h00

Announcement of shortlisted teams: Monday, 30 September

Pitch day to the Innovations Committee: Thursday, 3 October

Good luck!

Hint! The perfect pitch, what does it need to include?

- A hook/theme/object – something to pull through the audience through the entire presentation.
- A summary of the understanding of the company and the business process selected.
- A comprehensive analysis of the digital transformation strategy.

Case Study

Smith's (Pty) Ltd (hereafter "Smith's" or "the Company") is a chocolate factory that is 100% owned by the Smith Family. Mr Bruce Smith recently retired from his job as a schoolteacher however he did not feel he was ready to stop working completely. Owning a chocolate factory had always been a dream of his, even though he did not have any experience in this area. It took a while to set the factory up, but it started operating at the beginning of 2014. Mr Smith, his wife (Matilda), and their son (Tommy) work in the business however they are not as up to date on the best practices when it comes to technological advances for their business. As a First Year Accounting student they have approached you to ask for your expertise on how they can implement a digital transformation strategy for their revenue business processes to make it more efficient.

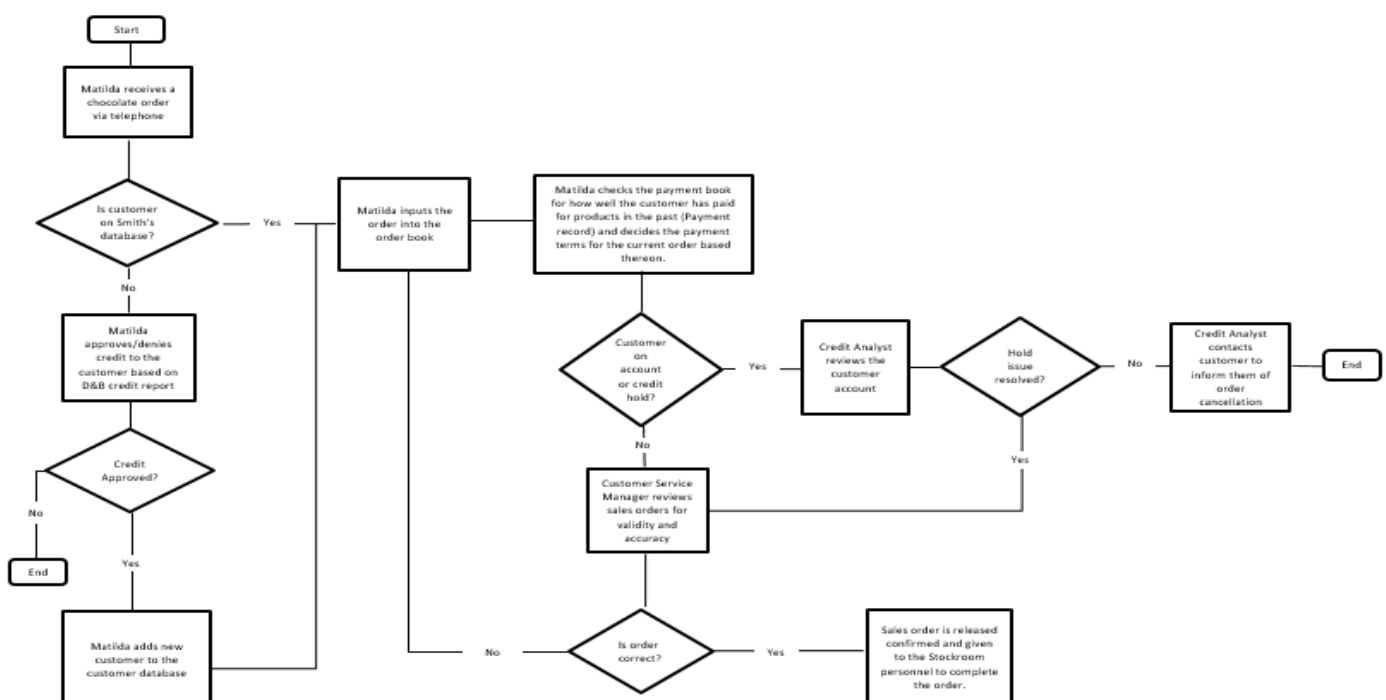
Products

Smith's produces and sells three products, namely 250g bars of milk chocolate, 100g bars of dark chocolate and 400g bars of unsweetened chocolate. Each of these products is sold in boxes of 50 chocolate bars – the boxes are not mixed (i.e., there is only one type of chocolate bar per box).

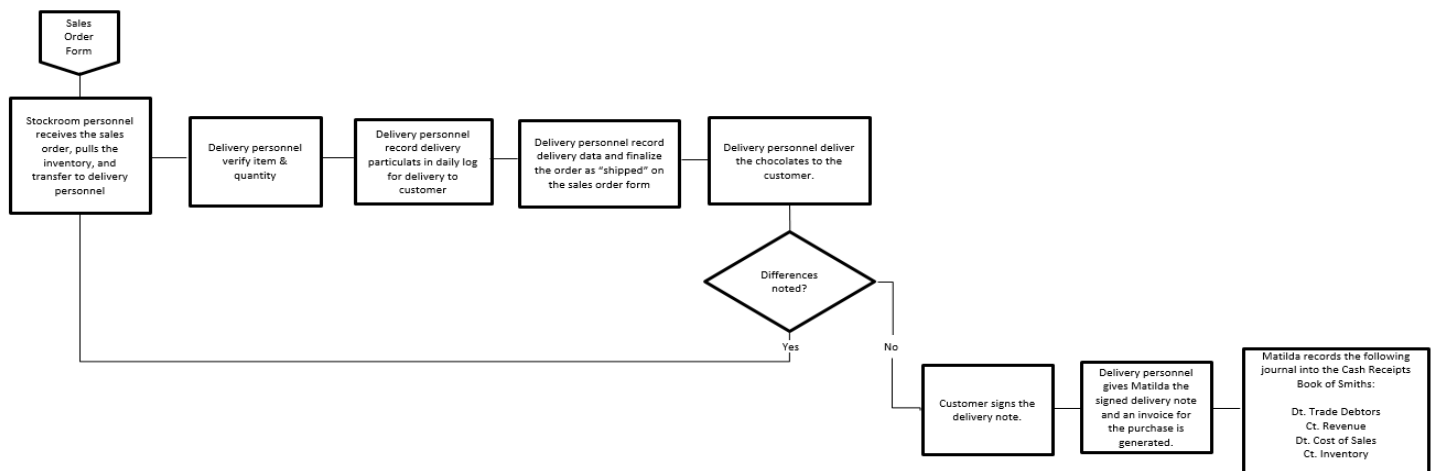
Business Processes

Revenue Business Process

Order Processing



Shipping & Invoicing



Sales Returns

