



Assignment Task

Your group (4-5 students) is to prepare a 10-minute presentation outlining the strengths, weaknesses and recommendations (improvements and KPIs) to the case below. The presentation is due the week of on Monday 27th of May, with slide decks to be submitted by 8:00am on May 27th. In addition, you also need to submit a 500 word presentation brief on Friday, 24th of May at 11:30pm for management to read before your presentation.

Overview

The assignment is designed to support you in applying the skills learnt during the semester. You are required to prepare a consultant's report for the fictional organisation - Lunch Express)

Lunch Express is a group of café's and takeaway food venues (sushi bars, pre-made Asian take away etc.), that service daytime customers, in particular during lunch hours. The businesses normally have both a front of house operation, and kitchen operation. Front of house operations sell items that are prepared in advance (normally the morning of sale) and placed on display for customers to select when coming in store, if the item is not on display it is not available. Due to the busy nature of lunchtime and the preparation of cooked-to-order items, display items are not restocked during the day.

Kitchen items are cooked-to-order and take longer to prepare (note: for the purposes of this assignment you can assume kitchen production has no issues). As this process is focusing on "fresh" (or perishable) food the businesses expense the purchase of these items (and ingredients if prepared) to Cost of Sales on purchase.

Lunch Express has recently developed an app that enables customers to pre-order items to be collected at a particular time. It plans to roll out the app to help increase sales for the businesses in its network. The aim of the app is to provide the right items to the right customer at the right time.

Lunch Express has developed a series of flow charts outlining how the proposed system will work and looking for feedback on the strengths and weaknesses of the system and what changes need to be made before rollout, to ensure its success. The system is designed to align with the sales processes used by most of Lunch Express members.

To help track the success of this new app Lunch Express wishes to establish a separate sales order data store for mobile sales to track this form of revenue, in addition to the normal data store. Each data store records order number, items sold, and total value of sale. Lunch Express plans a series of revenue based KPIs to track the success of the app as a business investment.



ACCT90030 Information Process and Controls

Group Assignment

You will assess the strengths and weaknesses of Lunch Express proposed sales process. Based on this assessment you will make recommendations for any changes that could be made to the proposed process and identify how to measure the impact of those recommended changes. Your evaluation of the process will be based on both the operational goals and the information reliability goals.

You have a meeting scheduled with management in the **week beginning 27th May** (i.e. your class time that week), with a presentation brief to be delivered no later than **11:30pm Friday 24th May** and slide deck **8:00am 27th May** (both to be submitted electronically via the LMS.)

Your team has been supplied with the following flowcharts to conduct your analysis:

- Flowchart 1 – Customers placing orders
- Flowchart 2 – Prior to pickup
- Flowchart 3 – Customer arrives in store
- Flowchart 4 – Customer collects order

Group Assignment

You will be assessed both as an individual and as team. The marks obtained for this exercise are worth 30% of the subject and count towards the continuous assessment marks for the semester. You should work in a group of five (5) or four (4) students, all from your seminar.

All group members are expected to contribute equally to your group's effort. Each group is responsible for managing the distribution of the workload for completing the project.

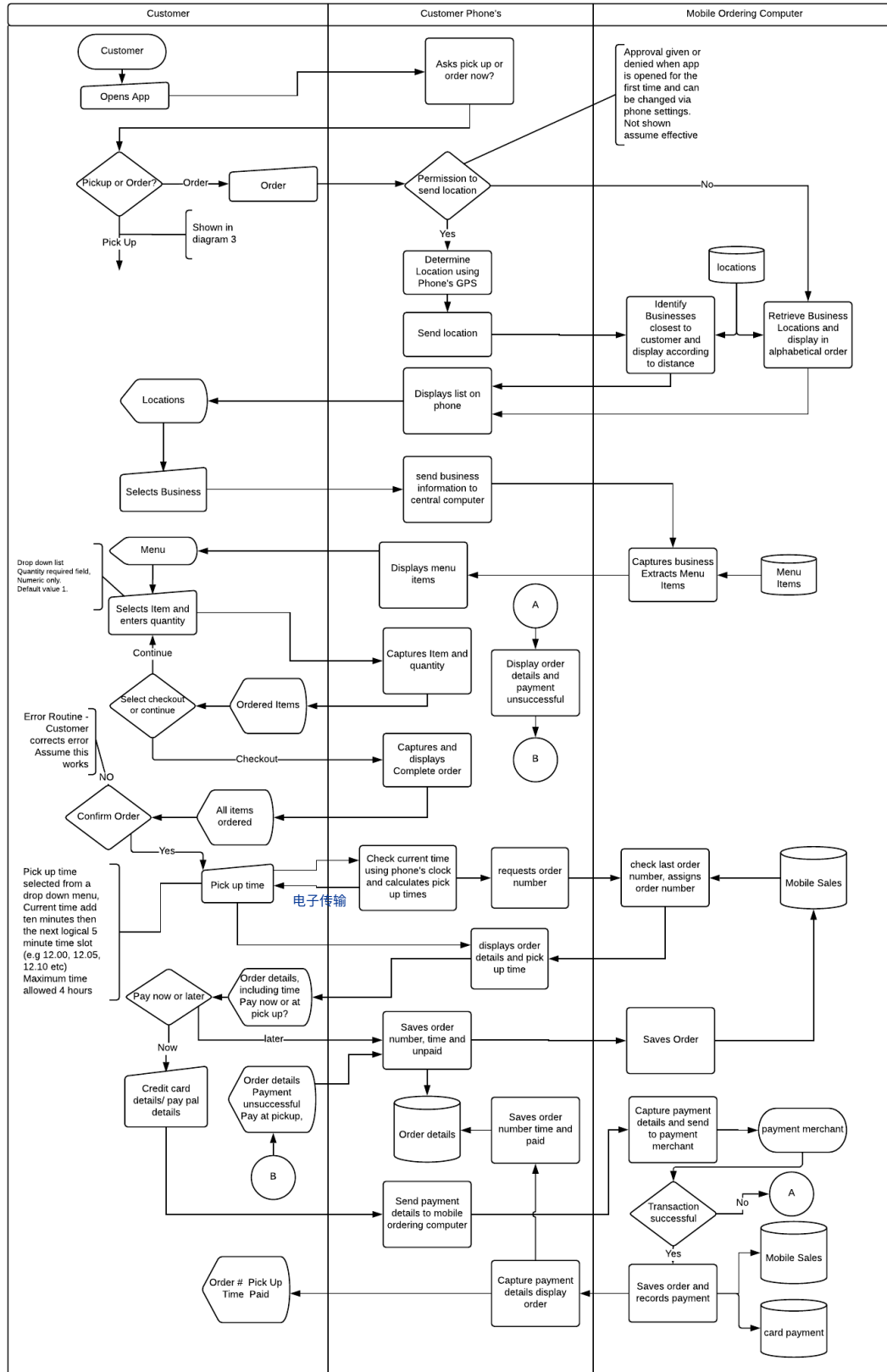


You are required to prepare the following:

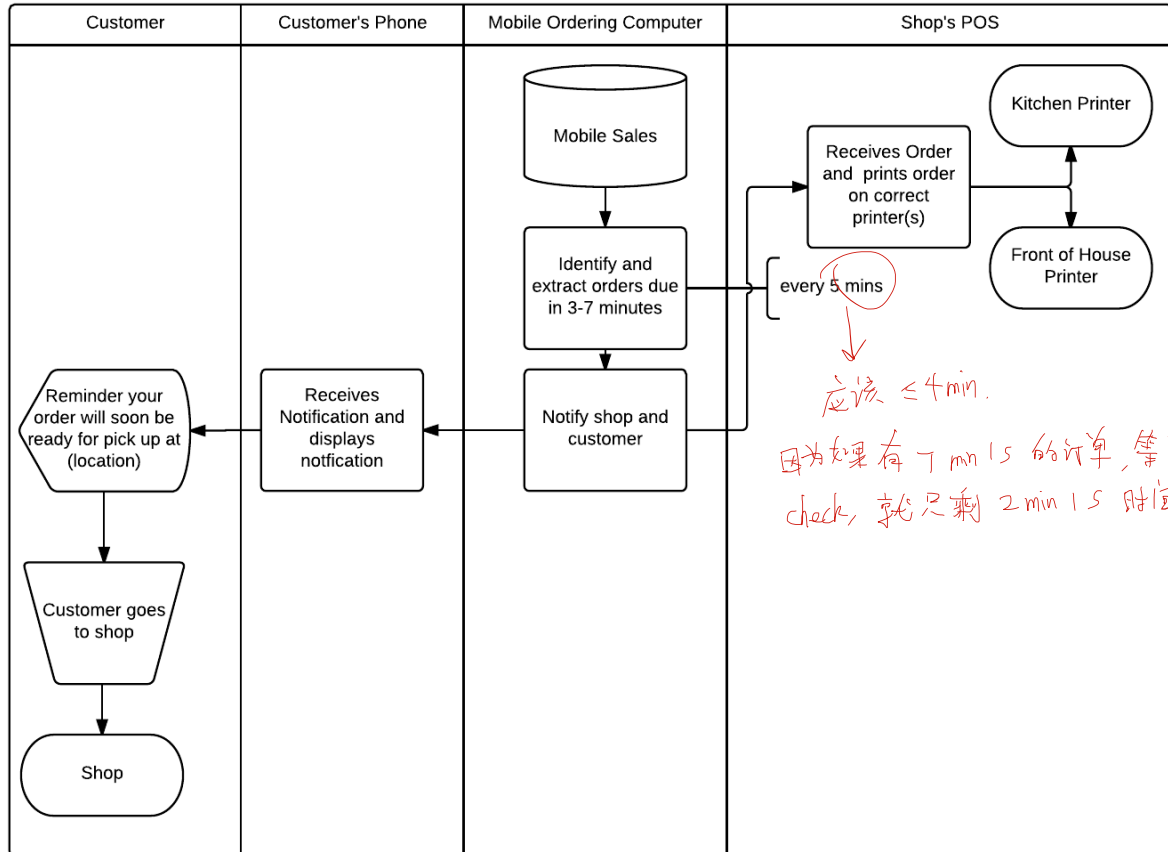
1. A 500-word Presentation Brief (executive summary) outlining your main findings and key recommendations. The brief should be written in non-technical language and be understandable to someone who does not have a background in the material. A brief is not an introduction to your presentation; it is a summary of the presentation.
2. A presentation, presented with visual aids to guide the reader, and provide brief introductions/summaries to your project. **The presentation must not exceed 10 minutes** and should include the following sections.
 - 2a. An assessment of the **strengths and weaknesses** of the process at Lunch Express. This section will assess the extent to which their proposed process achieves the primary goal and the information reliability goals (i.e. validity, accuracy, and completeness) **and any impact on financial statements**. It should also include explanations to support the assessment.
 - 2b. Recommendations on how the process at Lunch Express could be redesigned to better achieve the primary goals and improve information reliability. Specifically, this section will:
 - i. Briefly describe your recommended changes;
 - ii. Explain exactly how your recommended changes will alter the operation of the process and consequently help achieve the operational and information reliability goals (particularly regarding information provided in financial statements);
 - iii. Discuss the **strengths of your recommended process** over the proposed process.
 - iv. Discuss any **possible weaknesses in your recommended process**.
3. An explanation of how management could measure the success of your recommended changes in section 2b. Specifically, this section will:
 - i. Identify **two** appropriate **new** performance measures to assess the impact of the changes on the process. **Please note this is asking for measures on your recommendations not the success of the App.** Measures based on the success of the App will not be considered.
 - ii. Explain how each of the measures would be calculated, and what data will be used, including how to be collected, if necessary.
 - iii. Explain why these measures are suitable to assess the changes in performance expected as a result of your recommendations.
4. A question and answer session, where each group member will be asked a question regarding to their overall understanding of the presentation, not on the section of the presentation they presented.

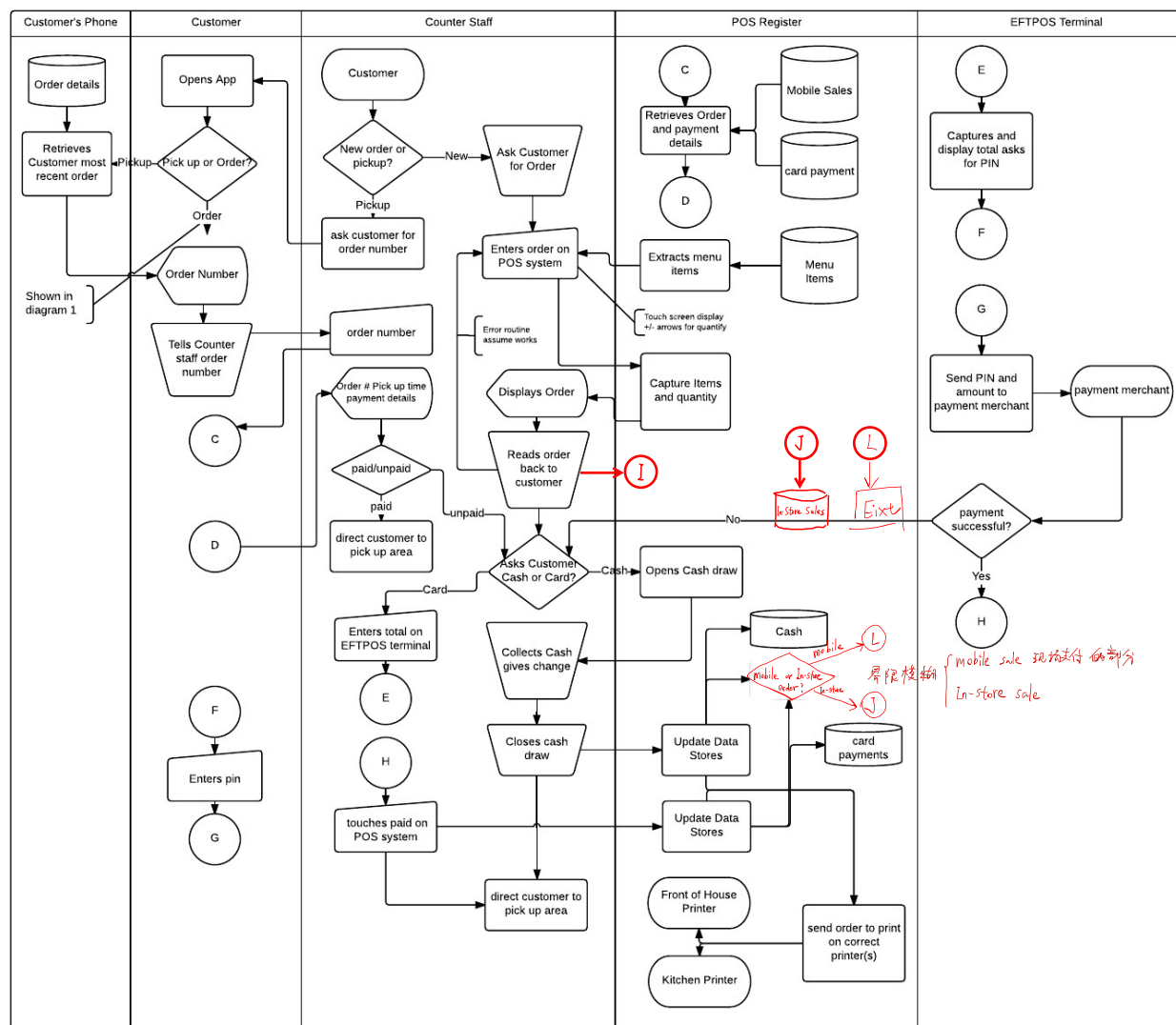
A grading rubric for this assignment can be found on the LMS. Please note the rubric has three different components, one for each deliverable.

Flowchart 1 Customers placing order



Flowchart 2 Prior to pick up





Flowchart 4 – Customer collects order

