



# **Individual Report**

*Contribution made by Jake Ransom*

# **Document Control**

<b>Editor</b>	<b>Version</b>	<b>Date</b>	<b>Update</b>
<b>Jake Ransom</b>	<b>1.0</b>	<b>03/06/2015</b>	<b>Creation of document</b>
<b>Jake Ransom</b>	<b>1.1</b>	<b>03/06/2015</b>	<b>Edited Contributions Table</b>
<b>Jake Ransom</b>	<b>1.2</b>	<b>03/06/2015</b>	<b>Format Edited</b>
<b>Jake Ransom</b>	<b>1.3</b>	<b>04/06/2015</b>	<b>Edited Contributions Table</b>

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# Individual Report

**Name:** Jake Ransom

**Role:** Marketing Manager

## 1.0 Role Description

The main point of this role is to research the interest for our products and how the products will be received into the market place.

The research must take into account the market distribution and any competitors, this allows for a projection of sales and pricing of the products.

Marketing also requires often liaising with the financial team and brand Manager.

## 2.0 Contributions throughout Project

Table	
QA Manual	Written the Project plan section, marketing QA and GANNT & Survey templates
Image Handler	Working alongside with Daniel Berhe our specialist software developer, the image handler was written
Answer Box Handler	Working alongside with Daniel Berhe our specialist software developer, the answer box handler was written
Mark Tracking	Made initial contribution to the mark tracking code with Daniel Berhe and Sam Raeburn.
Teacher Survey	Wrote & distributed the initial survey to show interest in product and associated market.
Final Market Survey	Wrote & distributed the final Market Survey to show specific interest in company product.
Tender Presentation	Wrote the Marketing section for this presentation, this included: features needed, product design philosophy, Stats on current market and software design philosophy. I also prepared and spoke for the respective sections at the tender presentation. Made contributions to what was needed in other sections of the presentation.
Sales Presentation	Working alongside Daniel Berhe we wrote the background market research section, this included: Technology in education, stats from surveys showing availability and interest in educational software, brief competitor analysis and summary, quote slide relating theory to software and final summary. Myself and Daniel Berhe also prepared the speech and I spoke for the respective sections at the sales presentation. Made contributions to what was needed in other sections of the presentation.
Survey collation	Collated survey results into graphs and stats, to provide a

	brief summary of findings.
Financial Report & projections	Made contributions to the overall financial projections and justifications sections with the finance team.
Marketing Report	Wrote the final marketing report, documenting all the findings and surveys done throughout the project, this includes: Background research, most widely used advertising and promotion techniques, techniques to be used by Sofia, ethics of Sofia, competitor analysis, sales tactics to be used by Sofia, pricing of TE & LE, pricing of adverts, market distribution, collated survey results with brief analysis, sales plan (worked with brand manager & contracts manager for pricing sections and market distribution).
Testing	Performed 2 tests of the software. One for marks tracking and one for copy & paste function. Brief report of each was made and given to the testing manager.

*Fig.1 Table of Contributions made*

### **3.0 Self-Evaluation**

I feel that I succeeded in my role and presented the statistics that were needed to show adequate demand for our product. However the statistics and figures from surveys could have been from a wider pool of people and using schools directly to fill out the surveys would have provided better market stats.

I also feel that my attendance to the meetings could have been greatly improved unfortunately personal circumstances affected me attending most of Mondays slots. This impacted on some of the group's progress in certain places however I always found out what was summarised in that meeting and the actions that needed doing.

Finally I wish I had more time to do coding on the software but given the work in marketing I felt that I gave a good balance between my role and other areas such as software.