Individual Report

Sam Beedell

Spoon Ltd.

1 Job Role

1.1   Description

I took the role of being the Deputy Finance Manager, my main responsibilities were to oversee the management of all financial applications. This involved producing a business plan, timesheets, budgeting strategies and financial reports throughout the project. I was also given the title of Content Manager as I was the main point of contact for all content included in the eCook package, this required creating images, audio and text for the slideshow presentations.

2 Work Carried Out

2.1   Deliverables from Metrics

To outline the company's most essential financial components of the project a business plan is needed. It includes all projected overheads and lobour costs to justify our financial status and create a forecast to keep the business from going into liquidation. This was completed by myself, Zayyad and Prakruti on 7th February 2014. Labour costs were justifiable using the timesheets we constructed. There were several updates of the financial status of the company after each term, these were documented in the Financial Reports 1, 2 and 3. These were completed by myself and Prakruti on 21st February, 7th March and 9th May respectively. The Financial Summary was completed on May 30th containing the cash flow forecast, profit and loss statement and balance sheets of the project. Coming up with a final product price was a key aspect in the financial summary, this required some well thought out methodology and customer feedback to conclude. Prakruti and I worked hard to control the debt to equity ratio to avoid going into debt by using budgeting strategies to limit the ratio to less that 1. All remaining metrics (assets turnover, economic value added, return on investment and total cost of ownership) were adhered too when they became relevant.

My contribution towards sales and marketing was mainly preparing for the Tender and Sales presentations. I worked closely with Zayyad to research into our target market, produce content and format each presentation, I also assisted presenting the Tender presentation along with Steve and Ankita.

2.2   Additional Work

At the start of the project, I proposed the initial idea of an interactive cookbook as I have a good relationship with a Chef, Jim Dee, who has much culinary experience from spending 3 years in a high end restaurant. Once accepted, I approached Jim Dee to take note of his requirements for writing a cookbook. This included creating 3 sections on kitchen basic techniques, making stocks and finally a collection of soup recipes. The theme of soup was to go in hand with the selling point of eCook being easy, healthy and cheap. After 3 months I had received about 5 recipes and could organise a day to

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cook the soups and take photographs using a professional photographer. During this time I was also able to get videos to complement the kitchen basic techniques.

2.2.1   Spoon's Quality Assurance Manual

I wrote the Deputy Finance Manager's section.

2.2.2   Prototype GUI

I designed the initial GUI mock-up to base our product around, this helped visualize what we were building and got everyone on common ground.

2.2.3   Tutorial video

I created the tutorial video with help from James Oatleys windows laptop.

2.2.3   Product coding

As programming is a vital part of the project, I successfully assisted the writing of the textHandler (with Steve Thorpe), audioHandler (with Paul Pathema), shoppingList (with James Oatley) classes and added to xmlParser and PDFcreator (please refer to Jira). I also completed the related tests and finished off the errorHandler testing. My main contribution was writing the xml playlists correctly and making them look professional when presented in eCook.

3 Conclusion

3.1   Self-Critique

Initially I had to learn the financial terminology and processes to maintain a business to optimise performance and develop into a profitable company. Budgeting strategies had to be considered to avoid going into debt while keeping track of our loan interest rate. Additionally, I had to catch up with coding standards, especially when we were forced to switch to JavaFX, as my knowledge was a little rusty. Efficient time management was my immediate weak point but soon diminished as I learn how to become more organised and plan for the future. Having regular deadlines helped keep on track of progress and monitoring performance, also attending meetings became a necessity when delegating tasks and reporting on progress.

3.2   Evaluation of Contribution

I believe I applied myself to the group and ultimately enjoyed working with them. Despite entering new territory in finance and JavaFX, I have learnt a lot from this project and it has prepared me for more for the future. I was happy to offer help in other areas. Overall, I have fulfilled all duties given to me as the Dep Financial Manger and Content Manager to the best of my abilities,