Ace Poker Events

BIS CA1 2015

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Sales Manager:	Kenneth Wall	X00132072
Finance Manager:	Vijay Paul	X00125075
HR Manager:	Philip Tubman	X00044772
Event Manager:	Kenneth Ralph	X00064183

Content:

Introduction:

Ace Poker Events is a poker events management company. We organise monthly poker events catering for over 200 players. As well as our monthly poker event we offer a corporate package which is excellent for team bonding and morale outings. Poker is also a logical game so it helps them to think through situations logically. Our monthly games are targeting the average poker player and we aim to give them the feel and vibe of a large poker event for a much lower cost.

We are a small business enterprise operating in the tertiary sector of the Irish Entertainment and Gaming industry. The company is set up as a partnership with the 5 owners each having a vital role in the company. As well as the 5 owners the company has 10 permanent staff. Depending on the size of each event we would also hire croupiers who work freelance and there contract would only be for the duration of the event.

Our 5 main business functions are:

- Finance Manager
  The finance manager is responsible for maintaining all the companies accounts. They must calculate the quarterly budget to see a clear view of the money coming in and out of the company. They are also responsible for all the companies tax returns. There main interaction in the company comes with the HR manager as the HR manager will supply the finance manager with the employee's records for payments.

- HR Manager
  The HR manager is responsible for hiring and catering for the permanent employees. As well as this the HR manager must build up a database of croupiers big enough to cater for all of our events. The HR manager will interact with the sales manager to arrange the number of temp staff needed for each event based on tickets or packages sold.

- Sales Manager
  The sales manager is responsible for all pre-event ticket sales as well as the corporate packages. The sales manager must interact with all the managers. They must give there sales figures to the finance manager for his records. They must find out the latest information on event locations and costs from the marketing manager. They have to keep the event manager informed of group sizes and monthly tournament figures.

- Marketing Manager

  The marketing manager is responsible for selecting the best possible venues for our poker events. They use various online tools to advertise our events in order to attract new customers to the game. They run various different promotions throughout the year offering free entry to some of our games. The marketing manager receives a budget from his finance manager and this is what he will use to promote the business. As well as this he will work with the events manager to design the themes and layouts of the room for each event.
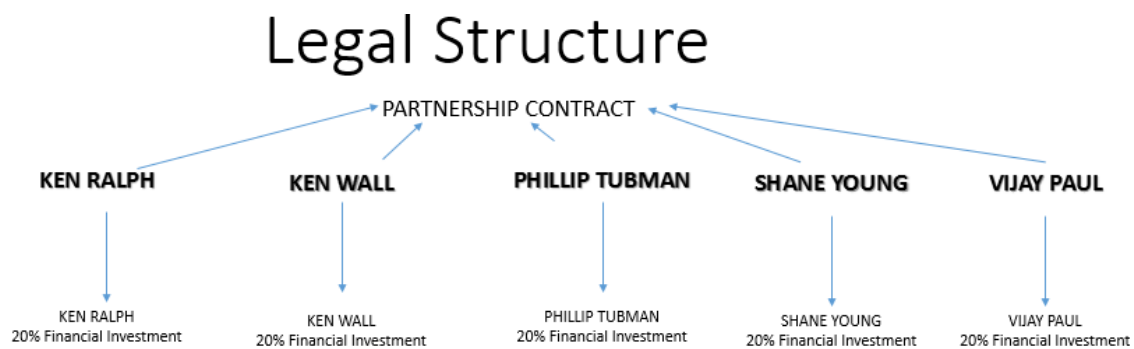
- Event Manager

  The event manager's role in the company is to ensure that everything is perfect for the customers on the day of each event. The event manager must work with the marketing manager to ensure that the layout of the room caters for all players and that there is adequate room to move. They must work closely with the HR manager to find out the number of staff they have for each event. The event manager receives a budget from the finance manager in order to buy the equipment required for each event. They also receive information on the tickets sold prior to the event from the sales manager so they can plan the setup based on that number as best as possible.

Company Organisation Chart
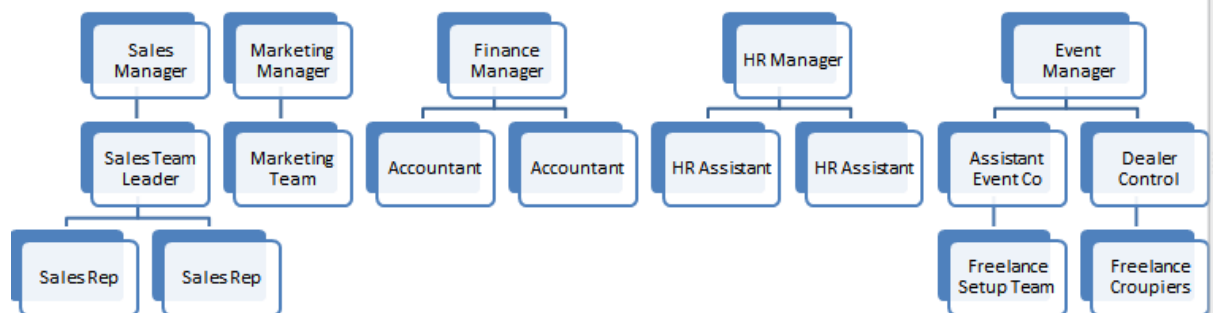
Legal structure of a Company can be defined and set up in many different ways while we have more than 2 partners this company we are classed as a Partnership Company, where all the partners are equally responsible for the company's action whether they are making a Profit all the partners get the same share and if the company's at a Loss then all the parents

will suffer the loss. Before starting a new business venture you should contact an independent solicitor or accountant for advice. The independent person will inform you how the company would be created what are in the Legal and Financial implication. The legal document should be created for all the partners and each person's holding in the Business, what is the role each partner has in the Company for the unforeseeable future of the business. The legal structure for our Business we all have signed a contract drafted by the solicitor that contains the holdings for each partner and the financial support that each person has invested into the Business.

Legal Structure

PARTNERSHIP CONTRACT

KEN RALPH	KEN WALL	PHILLIP TUBMAN	SHANE YOUNG	VIJAY PAUL
KEN RALPH 20% Financial Investment	KEN WALL 20% Financial Investment	PHILLIP TUBMAN 20% Financial Investment	SHANE YOUNG 20% Financial Investment	VIJAY PAUL 20% Financial Investment

Our company uses various different resources to promote the company and also interact with each department. The most important of these resources as is with most companies now is the internet. We use the internet to post news of our latest poker tournaments or to allow users to post feedback. One of the forums we would use for this is http://www.irishpokerboards.com/forum/.

Another use we have for this is to order products via our suppliers https://www.casinoshop.ie. This is great to keep up to date with all the current discounts available in the online store. HR, Marketing and Sales departments would all use this on a regular basis for advertising for various freelance positions or else advertising out upcoming events.

The poker market in Ireland is very overcrowded at the minute with small games popping up all over the country and something to suit everyone's pockets. Two of the main competitors in Dublin would be JP Poker (http://www.jppoker.ie/) and the Fitzwilliam Card Club

(http://fitzwilliamcardclub.com/). Both of these offer games in their clubs 7 nights a week as well as monthly tournaments.

We would differ from these places however though as they are static and usually the same week in week out. We try to offer our players a beautiful environment for them to play poker in and the fact that we move our monthly game around means there is always a change of scenery at each event.

Going forward with the business our plan is to launch our own online site to promote all our events and company excursions. The long term goal would be to get an online sponsor behind our monthly event like; Paddy Power Poker, Poker Stars or Full Tilt. If we are successful in obtaining sponsorship from one of these companies they can provide thousands of new players through their online poker satellites. Another huge positive would be that they would rebrand the whole event in there company logo saving us huge sums of money on setup and delivery costs. Below I have included a photo from https://www.pokerstars.com/en/blog/tournaments/ to show Poker Stars branding at an international event.

PART 2 - Section A - (30%) [INDIVIDUAL]

DEPARTMENT DETAILS

Company Name:

Department Name: Finance Manager

Department Manager: (Vijay Paul – X0012075)

1. What are your key duties as manager of this department?

- My Key Duties of a Finance Manger is overlooking Expenditures of the Company , Cash Flow for each department and meet their financial needs, each departments Overheads and reporting that each Departments within budget, and Payroll for each department's employees, The budgeted costs any future expansion.

2. Who do you report to?

- Finance Manager Report monthly to the Partners of the company with final numbers from Sales, Expenditure, and Payroll obtained by each departments in my case the Finance Manager reports to the Partners within the company detailed reporting for each department.

3. Describe your department in terms of its size and its key function areas

- Accounts Department it is team of Finance Manager and 2 accountants. Account clerk 1 is dealing all accounts payable the Suppliers issues, Payments of invoices for subcontractors, invoicing for contracts completed, credit notes if any in this department for any returns, the Payroll is completed for each employee of each Department.
- Accounts clerk 2 is Accounts receivable is responsible for the customer Issues as cheque Payments received from invoiced customers and refunds for any discrepancies. Accounts Payable is responsible for all income generated by the Sales Team.

4. Produce an Organisation Chart for your department
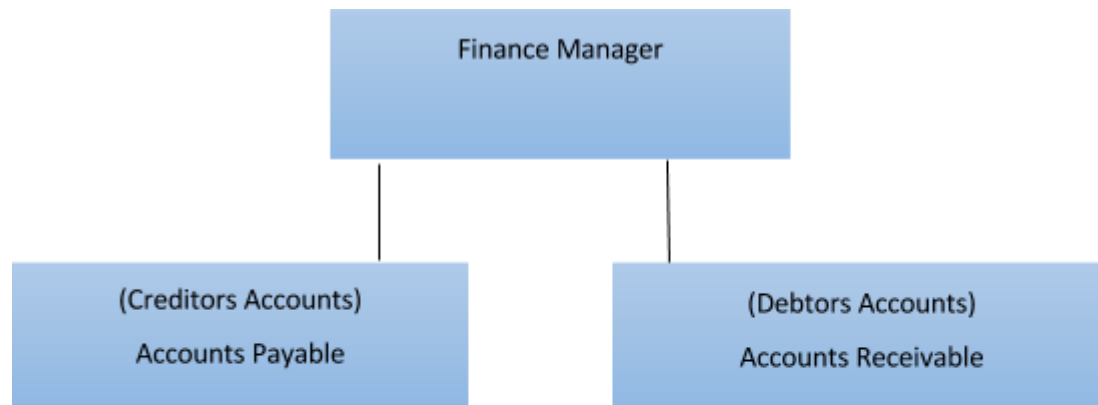
3. How many staff work in your department? What are the staff roles.

Accounts Receivable.

- Debtors, Posting Invoicing, Sales Online & Batch Payment.

Accounts Payable

- Creditors, Posting Cheque and Bank Payments, Daily accounts, Monthly Payroll.

4. What involvement, if any, does your department have with the other departments in

the company?

- The Finance department interacts with all the aspects of this Business, Sales would interact with the accounts department in relation to what are the sales department forecasted figures for the budgeted month against its purchases for the budgeted month. HR department would interact with Finance Department regarding payroll, P30, P45 any addition to the payroll for the month or future procurement that will arise when there is a new business event.

5. Name **TWO** entities about which your department stores

The below details are all stored on to Sage line 50 Database on our servers and can be held on file for future business events.

1. Supplier's Business Details, Name, Address, Phone VAT Number.
2. Supplier's Bank Account, Accounts Details Sort Codes, Account Numbers.
3. Payroll Details for Each Employee, PPS Numbers, Date of Birth.
4. Customer Personnel Detail, Name, Address, Phone Number.
5. Customer Payments Details, Credit Card Details, BACS Accounts.

PART 2 - Section B – (25%) [INDIVIDUAL]

Company Name:

Department Name:Finance Department.

Department Manager: (Vijay Paul – X00125075)

Now that each of you have identified the main tasks of your department, you are required to select two I.T. systems which your Function/Department uses.

For **BOTH** of these IT systems you must:

1. Name the IT System (you must give a specific IT system name).
- Sage Line 50.
- MS Office.
- Revenue Commissions Web Portal.

- Online Banking Portal for Payroll, Creditors Payment and Receiving Payments from Customers.

1.   Identify the level in the IS Pyramid which the System Supports e.g. TPS/MIS/DSS or EIS.   Give reasons for your choice(s).
- MIS = Management Information System, Gather Information from Account Payable & Accounts Receivable that are Serviced on daily, monthly basis for reporting to the Partners.
- Monthly Sales Figures and Purchase Figures reporting after the allocation for all Sales and Expenditures are entered for the particular month.
- Year End Audit reports for filling to the Revenues Commissioners, Meeting banking Manager for any accounts related issues, financial reporting to the Partners with the trial balance for the particular month.
- Future Expenditure reporting for events that are on the coming schedule and produce a budget for each department.

1.   Classify the system as being on-line or batch, justifying your decision.
- Online Customer Payment when the customer actually gives the payments for the Event.
- Batch Cheque Payments when Batch of cheque payments are received and need to be batched together for the Bank.
- Online Suppliers Payment Direct payments to Suppliers to the Bank Accounts.
- Batch Supplier Payments when bundled all suppliers payments together.

1.   Identify what IT infrastructure is required to support the IT system?
- Server 2008 running Windows office 2012 or higher, Sage line 50 corporate Edition on the main Server on the Premises.
- Each PC Intel i5 or Higher, Ram 4Gb, 100GB HDD, Standard Monitor.

1.   For each IT system identify the system inputs, processes and outputs, controls and storage.   Use the IPO model.

BUSINESS PROCESS	INPUT	PROCESSING	OUTPUT	STORAGE	CONTROL
Payment for Suppliers(Outgoing)	• Suppliers ID • Payment Terms • Credit or Cash	Invoice Due Print Cheque	Cheque payment	• Payment • Database	• Total no of Payment • Total value of Monthly Payment • Creditor Reports
Sale Cheque Input (Incoming)	• Cheque qty • Cheque payments • Online Payments	Calculate total Cheque Payments	Banking Process	• Sales Database • Customer Database • Banking Database • Suppliers Database	Total Monthly Sales Payments Debtors Reports
Review Monthly Monthly Reports	• Total Sales • Total Spend	• Calculate Monies Owe • Calculate	• Debtors outstanding Report • Creditors	Sage Information Database Excel Spreadsheet	Monies Received Monies Paid Debtors & Creditors Accounts

		monies due	Outstanding Reports		Reconciliation
	• Monies Received • Monies outstanding				

1. List examples of reports that your system will produce
   - Monthly Creditors Cheque Payments for the invoice due via Cheque or Bank Transfer, Monthly Creditors Accounts reconciliation. Bank reconciliation for the balance of expenditure against customers payments .Budget Reports for every department of the company to see how each department is progressing in their function.
   - Monthly Debtors Payments to view what transaction have been paid in full on the Account, Monthly Debtors Accounts Reports and contact any outstanding Payment, Sales Reports for the Sales Department that completed.
   - Payroll Reports for each Department on the Payroll that has been employed by the company, Gathering all the trial Balances Audit Reports for the revenue Commissioners, Complete Accounts Balance Reports for the month to view how the company is actually progressing did we make a Profit or Loss.

1. Identify ANY cross functional links with other IT systems in your company.
   - KHOLDEM software is used by the events manager and reports that are furnished by Events Manager from each Events that are completed. This software is used for gaming purpose for the customers.

REFERENCE:

Mary Hendrick IPO structure PowerPoint 08-10-2015

Excel Template Spreadsheet taken from Vertex42 on 11-10-2015.

http://www.vertex42.com/Files/download2/excel.php?file=business-budget.xls

PART 2 - Section A

Poker Events Ireland

Event Manager

Kenneth Ralph X00064183

The role of the event manager inside our company covers many different areas and interacting with all the different departments within our company. Thankfully my task is

made easier by my two permanent employees. The first of these is my Assistant Event Coordinator. The other is our DC (Dealer Control) and I will explain shortly how they help out with my various tasks. The My Key roles are as follows:

- **Assigning the freelance staff to positions.**
  As the event manager I contact the HR department before each event in order to obtain a list of the freelance croupiers and setup staff. I then prepare an email to outline the position held by each staff member as well a start time for the event.

  From here our DC takes over with the croupiers. They will report to her at the start of the event to sign in and keep record of the hours that they have worked.

- **Ordering equipment for each event**
  Our company has built up a great relationship with https://www.casinoshop.ie/. These have become the main suppliers for all our poker equipment. We originally bought 30 poker tables for our events as well as over 10,000 individual chips to cater for bigger poker events if necessary. As well as this we needed 6 Laptops and a cisco network switch to run our tournament registration tool K-Holdem. We then purchased two printers and scanners to go with this. Thankfully these are long-term items and we store these in our storage container. The assistant event coordinator is then in charge of transporting this too and from each event. We also require 100s of decks of cards on a monthly basis to ensure we have enough and various other miscellaneous items which we must keep track off.

- **Setting up tournament schedule**
  This is probably the most important part of each event. In order to ensure that everything runs smoothly we must do up an event schedule. This outlines the start time of each poker tournament, the amount of time that each tournament will run for and the amount of staff required for each event.

- **Setting up the layout off the room**

  After the marketing team have selected a venue for each event they come in and look after the theme of the room and the company branding. Then we must decide the best way to fit all the poker tables into the room. I would work out a floor map were each table should go and ensure that there is adequate room for the players to move and to allow for wheelchair access. The next step is to set up registration areas and cash desk. These need to be the first thing players see as they have to register before they can enter the poker room or any event. The last thing we then need to set up is the feature table. This is a table that is fitted with a camera and microphone to allow for online streaming as well as an RFI reader that tells the cards that each player has at any one time. Again like the croupiers I would assign our freelance setup staff their positions and my assistant would oversee them in their duties.

- **Overseeing the Event**

  Once all off the initial setup is done its then time to let the players into the room and let them register for the tournaments. I have a much more hands on approach with the customers from this point on. Any general queries that players have I will try to assist them with. I also become TD (Tournament Director) at this point. I ensure that the tables in the tournaments are equally balanced as players get knocked out and again I do this using our tournament software K-Holdem. I must handle all rulings which may occur throughout this. To do this we use the TDA rules listed at http://www.pokertda.com/poker-tda-rules/. I also randomly select tables throughout the tournament to appear on our feature tables in order to give all players a chance to be seen by there friends and family.

As a partner in the business I report to the other 4 partners. We have quarterly meetings which is a great chance for all the partners to get their views across on how they feel the business is going. It also allows for new ideas to be put forward and discussed and the best solutions to the problems that currently face each department.

My department is small only 2 employees like I previously mentioned but it is very good at carrying out its tasks. The two employees are:

- **DC (Dealer Control)-HR**

  The DC is responsible for looking after all the freelance dealers at the events. They prepare a spread sheet using Microsoft excel that list the names off each croupier and the table number they are on or if they are on a break. This allows them to know were all staff members are at all times. As the event progresses and players get knocked out of the tournament the DC would then start to finish the croupiers.

  This is a vital process as it helps to keep the wage bill to a minimum as well as ensuring croupiers get there breaks throughout the day.

- **AEC (Assistant Event Coordinator)-Operations**

  The AEC helps me with all my day to day tasks. They are responsible for ensuring our network is setup for K-Holdem registration. They also oversee the setup team and ensure that the equipment is carefully brought to and from each event.
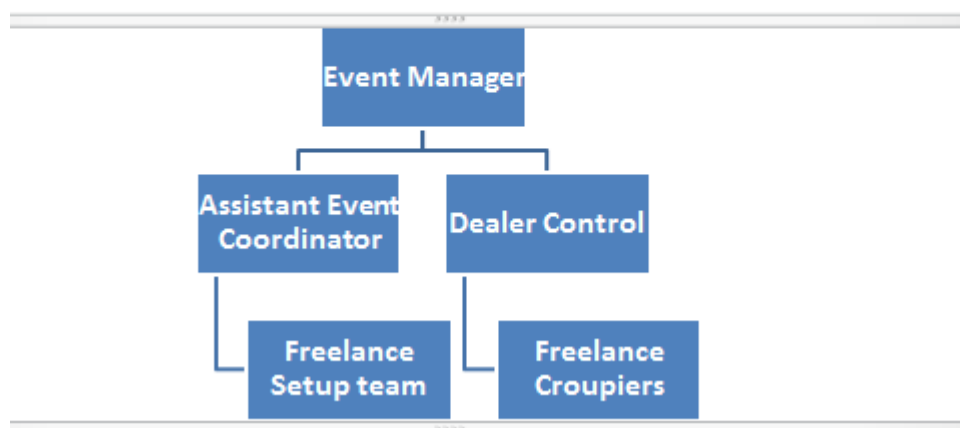
There are two key entities used for storing data: The first is K-Holdem which stores the players information and then transfers it to the cloud so that the website can display the results.

The other is with Excel. We use this to keep a running total on a spreadsheet of the current hours worked at the event.

PART 2 - Section B

Poker Events Ireland

Event Manager

Kenneth Ralph X00064183

Information systems are vital to the survival off all business. They help to connect departments with the vital information they need. They help to build reports so that we can forecast the outcome of future events with the best possible information. Below I have listed the main two IT systems that I use in my department and how they allow me to convey data to other departments.

K-Holdem

K-Holdem is currently the best poker registration tool on the market. As Event manager it helps me to control all aspects of the tournament:

- As players register and play tournaments K-Holdem assigns each player an id number. This then starts to automatically build us a database of players that we can use for marketing and sales promotions in the future.

- As players register it automatically assigns them to their table and seat number. This allows me to know were all players are at all times. I can also use it to remove players from the tournament as they get knocked out so that the clock always shows the correct information.

- The clock is a key part of information that all tournaments need. Again K-Holdem is the best at providing this function. It provides players with up to date information on the prize pool, remaining players, current level and scheduled breaks. The best part is that I can access an update this information instantly from anywhere in the room via the phone app. Because I could be anywhere at any time this allows me to keep track of what needs to be done.

- K-Holdem is brilliant for delivering detailed reports. It can be pre-programmed with all the tournament information like tournament structures, chip counts, buy-ins and taxes. It will automatically work out the tax to come out of the prize pool and then workout the pay-out structure based on your preference. All reports can be imported and exported very easily via excel sheets. At the end of each event it

produces a report off all new players which is sent to the sales and marketing department. It will then produce a spreadsheet of the finances for the event which can be then sent to the finance department to update his spreadsheet.
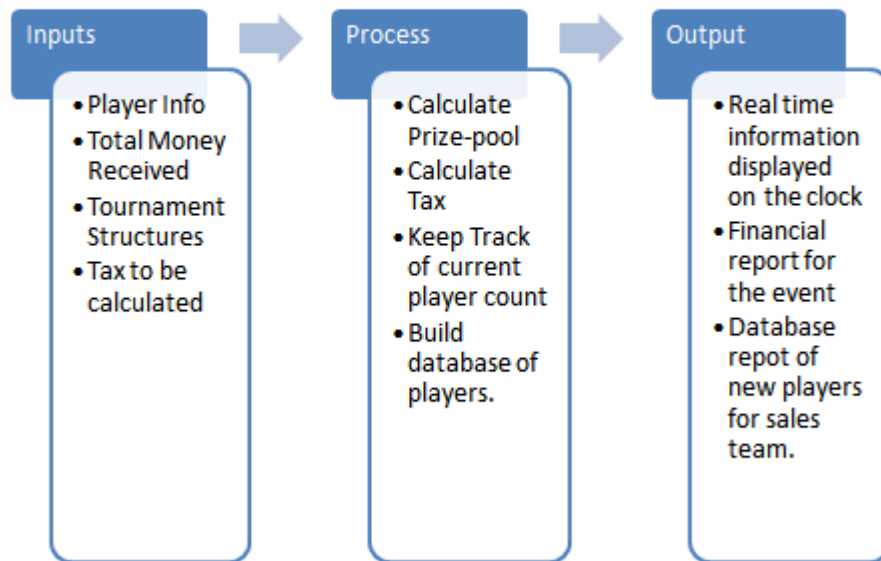
In terms of the IS Pyramid I would definitely consider this to be an operation level tool. It works as a TPS (Transaction Process System) for the sales and registration off new players. It provides instant updates on changes to the prize-pools and player counts which is a vital part of the process off each tournament.

With that being said I would say there is potential for this to be a multi-level tool. The information produced by its detailed reports are distributed throughout the management levels. This information is then used to either evaluate how successful each event has been in terms of revenue as well as to forecast predictions for the next quarter.

In terms of how it processes data it could be considered both. In terms of updating player information and tournament prize pool information this is all done instantly and would be considered Real-Time Processing. In terms of the data that we send to the finance team for their spreadsheets, this data would be considered batch as it is collected throughout the event and all sent through at the end.

The system itself is very easy to setup and very portable. It requires a cisco network to provide access between the multiple devices. Next up it needs 6 laptops for the various sections, 2 for membership signup, 2 for registration and 2 for general activities. As well as this we add 2 cisco Wi-Fi extenders if the room is large. These help us to connect to the network wirelessly at ease. The clocks are then connected via VGA to the room's projectors for all players to see.

IPO Model for K-Holdem

Inputs		Process		Output
• Player Info • Total Money Received • Tournament Structures • Tax to be calculated	→	• Calculate Prize-pool • Calculate Tax • Keep Track of current player count • Build database of players.	→	• Real time information displayed on the clock • Financial report for the event • Database repot of new players for sales team.

The only other department who has access to K-Holdem is Sales. They are allowed restricted access to the registration part of the tool so that they can pre-register players for each event and give the player the information they need in terms of start times. Although K-Holdem produces reports for the finance department this is all strictly done by the event manager and his team. These reports include tax figures for the event as well as total cash amount.

Excel (Time Keeping and Payments)

Because we use freelance staff for each of our events we must keep track of each of their hours worked so that we can fill out there invoices correctly. For this we use Excel as it will keep track of all our totals and work out any calculations we need. It will also provide colourful charts and graphs that we can use for future events and quarterly figures.

- The DC and AEC prepare a spreadsheet on excel for each off their teams. This spreadsheet includes the rate of pay per hour for each employee as well as a total hour's column. It also includes a column for each hour of the day. Each hour will be turned green if the employee is in work or red if he is off work. This will later allow us to see were we have been busiest throughout the event and to cater for these situations better the next time.

- Each croupier or setup staff will then sign in and out with the assistants and the spreadsheet updated correctly. This spreadsheet will allow us to see our total wage bill for the event in real-time so that we can minimise the wage costs. Each staff member also receives a table number and we use this to keep track of where each staff member is.

- As well as keeping track of the hours each employee must fill out an invoice that has all there relevant details on it like: PPS no, Name, Address , Email, Total hours worked and Total pay. This will again all be filled out on a spread sheet provided by the finance department. We would then forward all these completed files back to the finance department for processing.
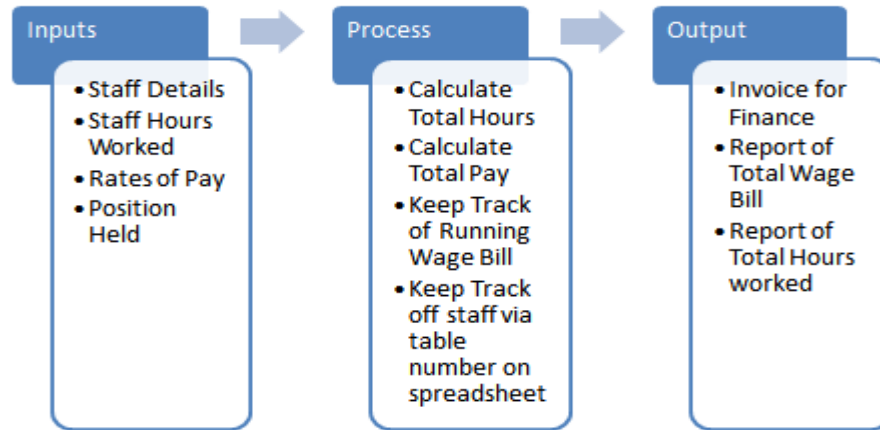
I would consider this to be on MIS (Management Information Systems). Its sole function is to provide the event manager with his total figures throughout the event. From these figures we can make reports for the total wage bill, Total Hours worked as well as making graphs to show all our busiest periods.

This system manages its data in a real–time process. All the information is continuously fed into the spreadsheet and as a result we can see how much each individual hour is costing in wages.

Microsoft Excel is very easy to set up and can be run on most PCs. For this reason it makes it very easy for us to email files between the departments and they will all open up in the same formats. The only drawback is obviously the price but it is worth it for such a complete tool.

As a result of the information received through this process we would then email on the relevant reports to the finance department for processing the wage bill and to HR for there staff database. Below I have included IPO Model of the process.

IPO Model Excel (Time Keeping and Payments)

Inputs		Process		Output
• Staff Details • Staff Hours Worked • Rates of Pay • Position Held	→	• Calculate Total Hours • Calculate Total Pay • Keep Track of Running Wage Bill • Keep Track off staff via table number on spreadsheet	→	• Invoice for Finance • Report of Total Wage Bill • Report of Total Hours worked

Company Name:

Department Name: Human Resources/Personnel

Department Manager: Philip Tubman; X00044772

My key duties in this department are hiring and firing, Career Development, Employee relations, Industrial relations and Health and safety.

When hiring and firing I have to start by advertising the positions, I advertise these positions online on job websites and also on social media. I then organise the interviewing process which involves finding the right venue for the interviews, organising times and dates and hiring the right staff and correct number of staff that can do the job adequately. After hiring the right staff their information is then sent on to payroll in the finance department. Recruitment is one of the key functions of this department

There are a number of guidelines I must follow when firing. I ensure that I do not fire anyone for personal reasons. Before firing an employee I carefully evaluate the situation. I try to be truthful and considerate when giving the reasons for the termination and I decide whether to give a severance package, I always try to find another alternative before firing because it is not in the best interest of the business to terminate contracts

After the interviewing process I gather up all the information on the successful candidates and incorporate it into two databases. A data base of croupiers and a data base of setup staff .These databases are looked after by one of my two H/R assistants. This assistant is in charge organising the information and ensuring that the right amount of staff are hired for each event and rotating the staff fairly to do this. It is vital to interact with sales to find out how much staff is needed. This will depend on ticket sales, event numbers and other factors. After working out how many staff is required for the event it is our job to pass this information to the events manager.

Another key function is training and development. I help develop the careers of the employees by providing opportunity's to develop their knowledge skills and abilities in the gaming industry and I also I will give them opportunity's to be successful in this job by providing training, giving performance goals and offering promotions. I try to encourage and support my employees by removing obstacles and providing resources for their development.

I manage relations between employer and employee. I oversee the relationship between all the employees and employers in order to make sure everyone is treated fairly and that working conditions are safe, fair and that the work is spread out evenly Its essential that I treat all employees fairly and consistently so they will be committed to their job and happy in their work. I work hard to prevent and resolve problems arising from situations at work.

My second H/R assistant looks after industrial relations. This assistant works closely with trade unions ensuring that the workers are happy with working conditions and rate of pay and any other factors that may cause discontent among the workers and therefore the unions. This assistant tactically plans reasonable outcomes for disagreements between the union and the company

I also oversee health and safety which ensures as reasonably as practicably possible the safety health and welfare of the staff and I ensure that I provide information, instruction, training and supervision regarding safety and health to employees. I also Provide and maintain welfare facilities for employees at the workplace and try to prevent risks from other people at the venue including customers, visitors, suppliers etc.

This company is a partnership so I report to my four partners. Their positions are Events manager, Finance manager, Marketing manager and Sales manager.

This is a small department with two staff members working under me. They are my H/R assistants. The key function areas are recruitment, training and development, employee relations and industrial relations
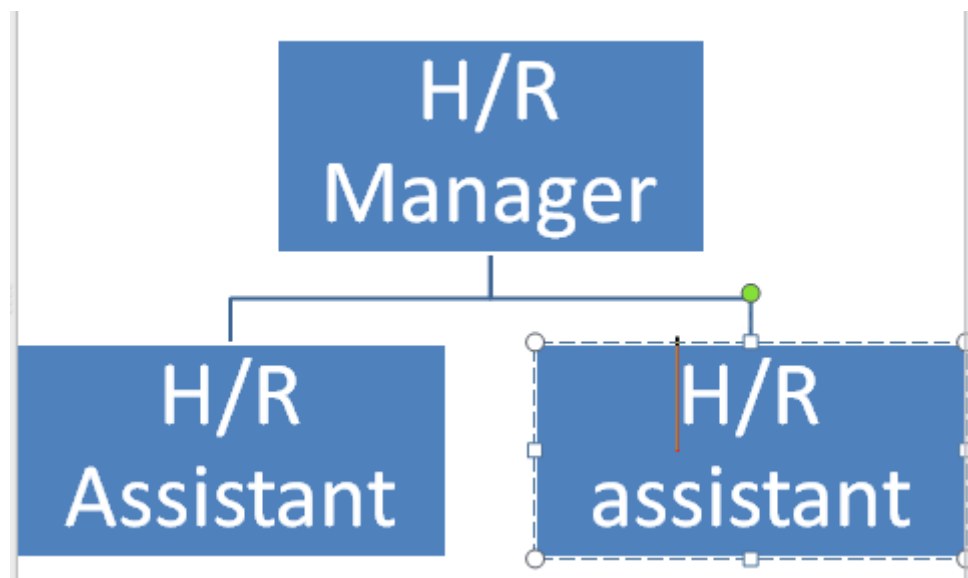
The two entity's in which my department stores information are the croupier database and the set-up staff database