

M5X02199 - Industrial Placement & Engineering Team Management

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Q1a)	<u>Project A:</u>	Year	£
		0	44,000
		1	14,000
		2	18,000
		3	24,000
		4	8,000

$$\begin{array}{r} \text{Payback} = -44,000 + \\ 14,000 \\ 18,000 \\ 24,000 \\ \hline 12,000 \\ (\text{Year 3}) \end{array}$$

Therefore the payback will be achieved after 2 years and 6 months

~~Project~~ <u>Project B:</u>	Year	£
	0	33,000
	1	11,250
	2	9,750
	3	12,000
	4	18,000

$$\begin{array}{r} \text{Payback} = -33,000 + \\ 11,250 \\ 9,750 \\ 12,000 \\ \hline 0 \end{array}$$

Payback = 3 years

b) $\frac{4}{3}$

$\frac{4}{4}$

c) ~~1/2~~

Project A

Year	£	Factor of Present Value	Present Value (£)
0	~~23,000~~ 44,000	1.000	44,000
1	14,000	0.885	12,390
2	18,000	0.783	14,094
3	24,000	0.693	16,632
4	8,000	0.613	4,904
			Total = 48020

Project B	Year	£	Factor of Present Value	Present Value (£)
	0	33,000	1.000	33,000
	1	11,250	0.885	9,956.25
	2	9,750	0.783	7,634.25
	3	12,000	0.693	8,316
	4	16,000	0.613	9,808

Total = 35714.5

d) Based on the value after a few years, ~~Project B~~ would be the most suitable to choose. Project A

e) $\frac{0}{7}$ $\frac{9\frac{1}{2}}{25}$

Q2

a) There are various forms of sponsorship, which can include :

- Sports Sponsorship
- Event Sponsorship
- Programme Sponsorship
- Individual Sponsorship
- Arts Sponsorship
- Social Sponsorship

Sponsorship can be employed to raise funding for the company / organisation, as well as raising their corporate values and enhancing the brand / company name and image.

The most common form of sponsorship is financial, whereby an organisation will be seeking for further funding through a sponsorship deal.

Media sponsors can secure advertising, which benefits corporations by publishing content or advertising on behalf of them. This can include promotional partnerships which can offer similar advantages, albeit by partnering with an individual / company or media outlet.

Finally, there are also In-kind sponsors, which can provide goods and services in exchange for direct financial support.

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b) S.O.S.T.A.C

Situational Analysis : The ~~company~~ organisation is in need of funding for the next seasonal Championship, therefore it is critical that a sponsor is secured.

Objectives : The objective is to ensure that a sponsor with sufficient financial backing is found, to maximise the budget available.

b) Strategy: Not only is financial backing important, but also securing a sponsor which fits in with the image of the organisation. Therefore ~~with~~ the appropriate brands / companies are the goal.

Tactics: The use of an ad-campaign, E-mail marketing, or appeals can all draw in potential sponsors. The corporation also needs to demonstrate its size and popularity, drawing in sponsors that will be attracted by the exposure that will come with this deal.

Actions: The correct team members must be allocated suitable roles, to maximise the effectiveness of this campaign. Regular progress check ups and feedback will be suitable.

Control: Any sponsorship that may be used by the company will be analysed to see if it ties in with the image of the corporation, as well as the overall funding that comes with the deal

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c) Something to consider for the company is any financial ~~boosts~~ boosts that can be obtained through ~~rebranding~~ the sale of merchandise tied in with the sponsor.

An advertising campaign ~~can increase~~ increases exposure. This can also be achieved by ~~many~~ means of press releases, radio and TV adverts and appearances, internet advertising and more, all to improve brand awareness from the public and potential viewers.

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14/25

Q4

1.

~~Intell...~~ Intellectual Property owned by the company must not be compromised. In the case of Orange Donkey Racing, there are a number of ~~the~~ methods that can be adopted to protect property of the company. These can include patents, trademarks, copyrighting, or ~~even~~ even a closely guarded trade secret that gives them an advantage over competitors.

1/5

2.

a) Vehicle Logo - Trademark (TM)

First of all, the company ~~is~~ must identify the key features of the logo ~~and~~, and specifically what aspect(s) it wants to protect. Whilst doing this, it is critical not to infringe on another company's trademark by creating a similar design.

The company also needs to understand when the logo becomes a trademark ~~as~~, and how it is used. In this case, the badging will be used on the vehicle.

To obtain a trademark, the product must go into commercial use, and thus can be registered with the Patent and Trademark Office in suitable countries. Bearing in mind that the logo has to be able to qualify.

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b) 0/6

c) Specialised Transmission System - Patent

To register this design as a patent, there are many steps that need to be followed.

~~The invention needs to have a full record of the invention~~

There needs to be no disclosure during the invention and development process.

Establish whether the patent is novel, and assess the eligibility based on any similar existing patents (if there are any).

Geographical location can also play a part.

The invention needs to be applicable.

The patent also have to be accompanied by a full ~~the~~ specification alongside detailed ~~the~~ technical drawings and any other material relevant to the invention.

Throughout the process, there needs to be absolute clarity as to who contributed towards the invention.

Once the full process has been followed, then the patent can be filed, providing it is in keeping with the criteria.

One concern with a patent is that other companies can develop the idea further, and create a more effective product / solution.

A larger organisation with greater ~~the~~ technical ability and budget can optimise the design ~~and~~ and possibly gain an advantage in the market.

$$\frac{6\frac{1}{2}}{8}$$

$$\frac{12\frac{1}{2}}{25}$$

$$\frac{36\frac{1}{2}}{75}$$

$$49\%$$