

Date 16/05/2020 Time

Module Management Innovation and Sustainability, MBS01176

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Question 1

Year	Project A	Project B
0	(44,000)	(33,000)
1	14,000 (30,000)	11,250 (21,750)
2	18,000 (12,000)	9,750 (12,000)
3	24,000 12,000	12,000 0
4	8,000 20,000	16,000 16,000
	Profit = 20,000	Profit = 16,000

a) Project A

$$\frac{24,000}{12} = 2,000 \text{ per month} \quad \frac{12,000}{2,000} = 6 \text{ months}$$

Payback = 2 years and 6 months

Project B

Payback = 3 years

b) $ARR = \frac{20,000}{(44,000 \div 4)} \times 100 = 182\%$ Project A

$ARR = \frac{16,000}{(33,000 \div 4)} \times 100 = 197\%$ Project B

Date 15/05/2020 Time

Module Management Innovation and Sustainability, M5X01176

Name Sethrey Ellis Student Number: 1802644

c) Discount rate of 13%.

		A		B	
Year	13%	CashFlow	Discounted	CashFlow	Discounted
0	1	(44000)	(44000)	(37000)	(37000)
1	0.885	14000	12390	11250	9956.25
2	0.783	18000	14094	9750	7634.25
3	0.693	24000	16632	12000	8316
4	0.613	8000	4904	16000	9808
		Net present Value £4020		=£2714.50	

d) I would select project A as it has a higher net present value and would result in a greater value being added to the company. However as project B has a lower initial outlay it may be better to select it and have a simultaneous project with the remaining money.

e) IRR

Year	Cash Flow	15%	17%	18%
0	(44000)	(44000)	(44000)	(44000)
1	14000	12180	11970	11858
2	18000	13608	13158	12924
3	24000	15792	14976	14616
4	8000	4576	4344	4128
NPV		2156	448	-476

Project A IRR = 17% to nearest %

Date 15/05/2020

Time: 1:00pm

Module Management Innovation and Sustainability, M52C01176

Name Jeffrey Elviss Student Number: 1802644

f) The net present value of the project should be considered as this gives a more accurate picture of the overall value of the project, taking into account the reduced value money has over time.

Accounting Rate of return should also be considered as it gives a picture of a project's value and how efficiently it uses capital.

Date 15/05/2020

Time: 1.00pm

Module Management Innovation and Sustainability, MEX01176

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Question 5

a) Types of sponsorship

Programme sponsorship, For example Aston martin sponsor the James Bond films. In doing so they relate their brand image with the suave cool character of 007 and get world wide publicity appealing to the wealthy who can afford their vehicles.

Events sponsorship such as Vans shoes sponsoring skating and bmx riding demonstrations. This type of sponsorship reaches their target audience effectively and shows the company to be part of and supporting of the community. It can also often lead to further events and community members promoting the brand.

Sports sponsorship such as Redbull sponsoring their formula 1 team as well as many other extreme sports teams. The Redbull drink is promoted as a sports drink and being related to the pinnacle of motorsport as well as effectively targeting young people by sponsoring extreme sports makes it seem as though they sponsor everything. In doing so every young person knows of Redbull and so they have created brilliant brand awareness and kept a good

Date 15/05/2020

Time: 1:00pm

Module Management Innovation and Sustainability, MBSX011B6

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corporate image.

b) SOSTAC

Situation

Currently we have a team, little and are ready to race. We have no title sponsor and need capital to race next season.

Objectives

To gain reliable and hopefully recurring sponsorship and fund successful campaigns in the championship. Reaching local businesses and larger companies and making them believe.

Strategy

Create a team ethos, get them and helping the potential sponsor understand who we are and what we are doing.

Raise awareness of our team and create a narrative about our journey to now and where we want to go.

Date 15/05/2020

Time : 1:00pm

Module Management Innovation and Sustainability, M5X01176

Name Seffrey Ellis Student Number : 1802644x

in order to publicly gain support and show we are
or will be a positive effect on brand Image. and

Tactics

Create Social media accounts which post about
team events and development. This would include
promoting our rider and their story as well.

Approach local businesses within the Swansea area
and show them who we are and what we do.

Creation of a sponsor plan/pack such as tickets to
events for sponsors or time using the rider for their marketing
strategies or branding.

Ensure that before approaching someone you know
what you want. In this case approaching a parts or
water bottle company such as KTM would be appropriate.

Action

Contact the companies, how this is done depends on the
company make sure it is done appropriately

Meet with each company with clear and set

Date 15/05/2020

Time: 1.00pm

Module Management Innovation and Sustainability, M5201176

Name Jeffrey Ellis

Student Number: 1802644

wants as well as understanding of who they are. Make sure they understand the cost benefit of sponsoring you.

After obtaining a sponsor ensure that you are clear that both parties are happy with how things are going. This may mean changes in dress code or specific brands of product must be used. Keep the sponsor up to date and ensure they know what they are getting.

- c) Assuming an initial arrangement with lubricant company such as Silkolene included a gear oil supply trail and offered title sponsorship benefits. The agreement could be expanded to host events where the team either participates or supplies oil to help Silkolene promote their brand.

Date 15/05/2020

Time: 1.00pm

Module Management Innovation and Sustainability, MEX01176

Name Seffrey Ellis Student Number: 1802644

Questions (a)

- a) Initially team members start to get to know each other strengths and weaknesses. In motorsport this could be when a new pit crew starts and they all get to know each other.

Now the storming stage happens, this may be conflict between individuals where two people want the same role if boundaries aren't clearly set out.

Norming happens next where the crew starts to work together, perhaps understanding who should be on the wheel gun and who the fuel rig and settling into their roles properly. This could be disrupted by regulation changes such as when refuelling was banned in F1.

Finally the team is settled in and pitstops are running smoothly and consistently. It is important that the performing stage is reached before the racing season starts in motorsport to ensure the most competitive team possible.

bi) Vehicle Development

During the research phase of development a leader should be more open and democratic fostering creativity and innovation to gain maximum performance. When testing it is important to take control and move towards a dictatorship.

Date 15/05/2020

Time: 1.00pm

Module Management Innovation and Sustainability, MEXCO1176

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This is because during a test day time and resources are limited so efficient and rigid test plans are necessary for maximum productivity.

ii) Arranging Sponsorship Funding

~~I would take a more democratic approach supporting~~

During this task it is important all team members follow the strategy and ethics of the team. Dependent on the nature of the group a more situational type leader would be good, being flexible but also emphasising the time situation (needing to have the money before the semester starts)

ii) During practice and role wellerds own authoritative styles required. Each task is required to be done the right way and in time. Debating and talking are not an option here. The leader must be functional and give clear and concise decisions without delay to ensure maximum performance.

2+

Date 15/05/2020

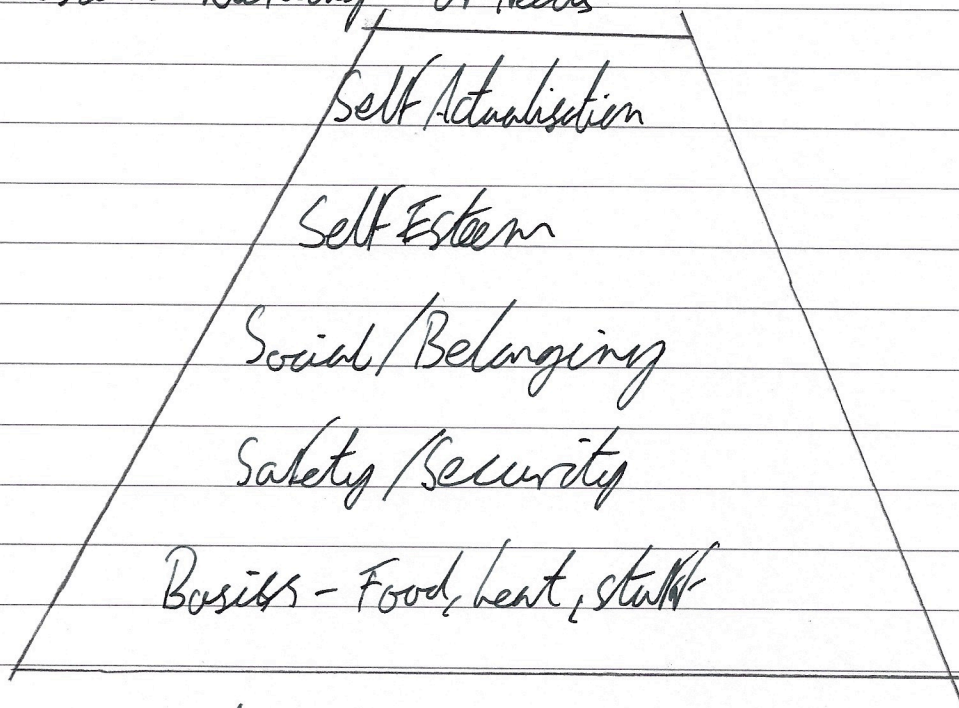
Time: 1:00pm

Module Management Innovation and Sustainability, M5201176

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Student Number: 1802644

c) Maslow's hierarchy of Needs



To motivate the team whose self-esteem has just been reduced due to a bad grade down result. Alexander could organise a team social event with a competitive element or a teaming element. Such as taking them to a go kart road where they participate in teams. This would give them a sense of belonging together and give them a sense of accomplishment.

Date 15/05/2020

Time: 1.00 pm

Module Management Innovation and Sustainability, M5201176

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Herzberg

In order to increase their job satisfaction, the leader must provide a clear objective to surpass before the season starts so that the team can achieve this and go into the season with confidence.