

DATE: 15/05/2020

TIME: 1pm

MODULE TITLE: Management Innovation and Sustainability

MODULE CODE: MSA01176

NAME: Alexander Baldwin

STUDENT NUMBER: 1801717

Section 41a) ~~payback 3 years 2 months~~

Project A

year	Net cash flow (£)	Cumulative cash flow (£)
0	(74 000)	(74 000)
1	14 000	(30 000)
2	18 000	(12 000)
3	24 000	12 000
4	8 000	20 000

payback 2 years 2 months

$$\frac{24000}{12} = \text{£} 2000$$

$$\frac{12000}{2000} = 6 \text{ months}$$

~~payback~~ Payback for project A = 2 years and 6 months.

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Project B

year	Net Cash Flow (£)	Cumulative cash flow (£)
0	(33 000)	(33 000)
1	11 250	(21 750)
2	9 750	(12 000)
3	12 000	0
4	16 000	16 000

payback for project B = exactly 3 years

b) Project A

profit = £20 000

~~average~~ = £16 000 per year

$$\text{average} = \frac{19 + 18 + 21 + 8}{4}$$

$$= 16$$

$$= £16 000$$

$$\text{ARR} = \frac{20 000}{16 000}$$

$$\text{ARR} = £1.25 \text{ k}$$

$$\text{ARR} = \frac{1.25}{12}$$

$$\text{ARR} = 2.94\%$$

Project B

profit = £16 000

$$\text{average} = \frac{11 250 + 9 750 + 12 000 + 16 000}{4}$$

$$= £12 250 \text{ per year}$$

$$\text{ARR} = \frac{16 000}{12 250}$$

$$\text{ARR} = £1.31 \text{ k}$$

$$\text{ARR} = \frac{1.31}{33}$$

$$\text{ARR} = 3.97\%$$

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e)	year	Net cash flow (£)	rate 18%	PV	rate 17%	PV
	0	(44000)	1		1	
	1	14000	0.847	11864.41	0.855	11965.81
	2	18000	0.718	12927.32	0.731	13149.24
	3	24000	0.609	14607.17	0.629	14984.89
	4	8000	0.516	4126.31	0.543	4269.20
				NPV = -477.82		369.64

IRR = 17%

- f) Cost of capital and the duration of investment.
Cost of capital is the required return to make capital budgeting duration of investment is how long the project will take.

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Section C

8a

sa)

Some types of sponsorships are: ~~programme~~, sports programme sponsorship, sports sponsorship, sponsorship of individuals and sponsorship of events. ~~sponsorship can give an organisation~~ Sponsorships can provide an increase in brand awareness, ^{for example} organisations putting their logos on sports teams jerseys and then ~~being~~ people see that on their ~~te~~ TV, or live at the stadiums. They can also build ~~at~~ an image for themselves for example Red Bull who sponsor extreme sporting events and extreme sport athletes. Sporting ~~clothes~~ brands will sponsor athletes and sporting events. This makes fans of the athletes and the events buy those sponsorship brands over others. The money invested in sponsorship usually increases sales.

b)

Firstly, I would find out what the trends are. What sort of people watch the sport, what do they ~~en~~ enjoy? They could be outdoor people and love extreme sports, ~~at~~ energy drinks. ~~check~~ Also check the competition. Who sponsors the other companies? Find a rival company who would want to compete against the other. ~~Find companies who~~

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STUDENT NUMBER: 1901714

Communicate with multiple companies to see what they have to offer to ~~our~~^{the} team. Will they provide parts, or lubrication, tyres or just provide funding. The team will ~~also~~^{invite} sponsors to watch the races for free and make sure the team is performing well to keep sponsors happy. The better the team will perform, the better sponsors you get.

- c) The organisations who ~~per~~ provide more ~~with~~ will get a larger logo on the bike for more exposure. They will be printed on teamwear ~~get~~ which can also be purchased by fans for even more exposure. ~~For~~ The sponsorship can also be given to the ~~drivers~~^{riders} so they ~~can~~ can also be happier as they may be provided with free goodies. The team can get free parts and lubrications which will ~~show~~ show for personal buyers that these products are good. ~~h~~

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a) The stages of forming a team are; forming, storming, norming, performing and maintaining. A new team starts off with high energy and enthusiasm. Then there is some conflict amongst ~~engineers~~ employees. ~~Then~~ After, ~~a~~ a structure is made with a certain vision and direction to keep employees on track. Then come the results and after that the reflection on how the team performed. This is important in motorsport because it allows teams to improve themselves gradually and ~~make better racing for the~~ get better results next season.

b) i) Give the engineers ^{clear objectives} ~~a~~ goals, ^v and a budget. Listen to them and ~~try~~ try your best to give them what they desire. Try keep the team motivated during rough times ~~or develop~~ when things ~~do~~ do not go as planned. Keep everyone on a clear path and make them feel comfortable in the workplace. This requires someone who is a finisher, and a sleeper. Then they challenge others to ~~talk communicate with many~~ ~~sponsors~~ move forward and be the best they ~~can~~ can be. They also make sure the job always gets done on time.

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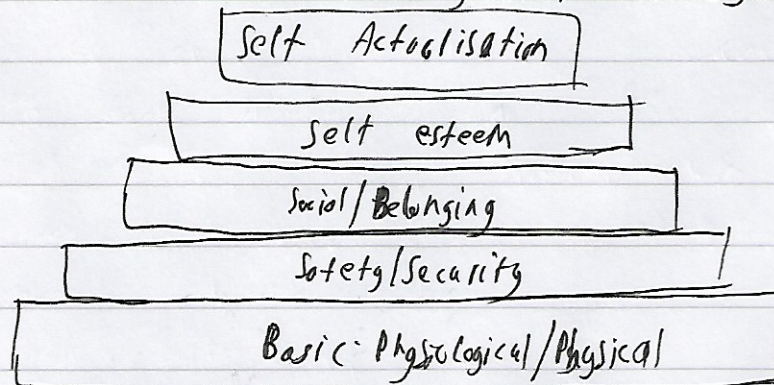
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STUDENT NUMBER: 1807719

- (ii) Someone who can sell ~~the company~~ ~~and~~ to ~~others~~ explain what the company does and how it will benefit the sponsors to sponsor them. Someone like an implementer or an evaluator, who sees the bigger picture.
- (iii) Someone who can keep the team in line. Make sure everyone is doing their job to perfection. If there are any sudden issues, ~~there~~ they have to come up with a strategy on the spot and keep everyone calm and collected. So no other mistakes occur. Someone like a plant and a shaper. who can solve difficult problems but also keeps ~~for~~ people motivated.
- (c) The models of motivation are Maslow and Herzberg. Maslow shows a hierarchy of needs which is



Herzberg's ~~motivation~~ Two Factor Theorem states job satisfaction and job dissatisfaction.

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Motivators control job satisfaction and hygiene factors control job dissatisfaction ~~the team~~. The team principal could employ them by seeing where the ~~engineers~~ ^{teams} motivation needs lie, using Maslow's hierarchy, and depending on where they stand, act accordingly to increase their ~~motivation~~ motivation. With Herzberg's, check if all employees are satisfied with the hygiene of the garage, are people fired, ~~hangry~~ hungry, keep them happy and motivate them to get back on their feet.