


Learner A - Pen Portrait

<p>About me</p> 	<p>My name is Tom Jones and I am 16 years old. I attend a sixth form college in Wales and I am studying Chemistry, Biology and Maths/Further Maths. My career ambition is to become a doctor. I have younger brothers and sisters and I have always cared for them so this has promoted my interest in a medical career.</p> <p>I think I possess a lot of the necessary skills, competencies and attribute; however there are some I need to work on.</p>
<p>My current skills and competencies</p>	<p>I have a number of skills and competencies. These are:</p> <ul style="list-style-type: none"> • Good team player • I am an effective communicator • I have very good IT skills • My maths skills are excellent • I can problem solve and come up with innovative solution to ideas
<p>My current attributes</p>	<p>In terms of my actions, attitudes and behaviours:</p> <ul style="list-style-type: none"> • I always do my best • I am honest and hardworking • I am confident and charming
<p>My greatest achievement to date</p>	<p>Last year I cycled from Llanelli to Cardiff in order to raise money for Cancer Research. It was very challenging and I think it demonstrated some of my key competencies. It shows that I do not give up and when I set my mind to something I generally achieve it. I also think it shows that I think about other people and am a good team player. Overall it shows that I care about others and want to support important causes</p>
<p>Skills measures</p>	<p>WEST says I am level 2 for literacy and numeracy The Enterprise Catalyst says that I possess creative skills Belbin says I am a team player Myers Briggs says I am ESTP</p>

Learner A

Our Innovation Proposal

Tom, Amie, Sophie & Megan

Executive Summary

- * The country we agreed would benefit the most from our fair trade product is Ghana.
- * We chose Ghana as they produce a large amount of cocoa beans.
- * Ghana also needs money from people supporting our product as they are a country in severe poverty.

Products of Ghana

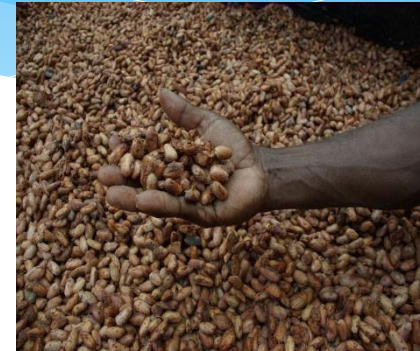
Yams



Grains



Cocoa



Pineapple



Kola nuts



Cocoa Beans

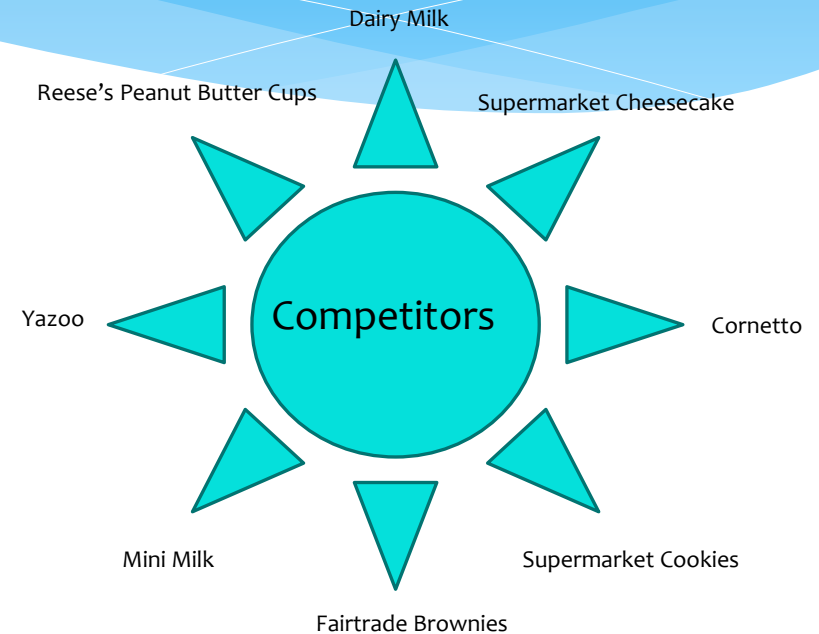
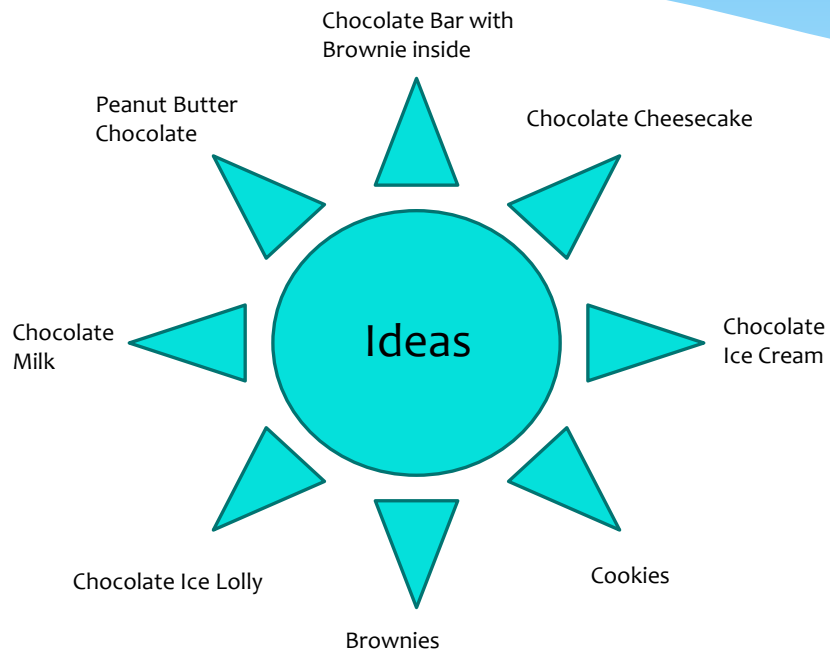
- * Our chosen Fair Trade product we will be using is cocoa beans, sourced and produced in Ghana.
- * We have chosen to make cocoa beans our fair trade product as our invention is chocolate based , therefore, it is the main ingredient.
- * By using cocoa beans we will be able to give something back to Ghana for supplying us with there produce.

Our product

A chocolate brownie
called:



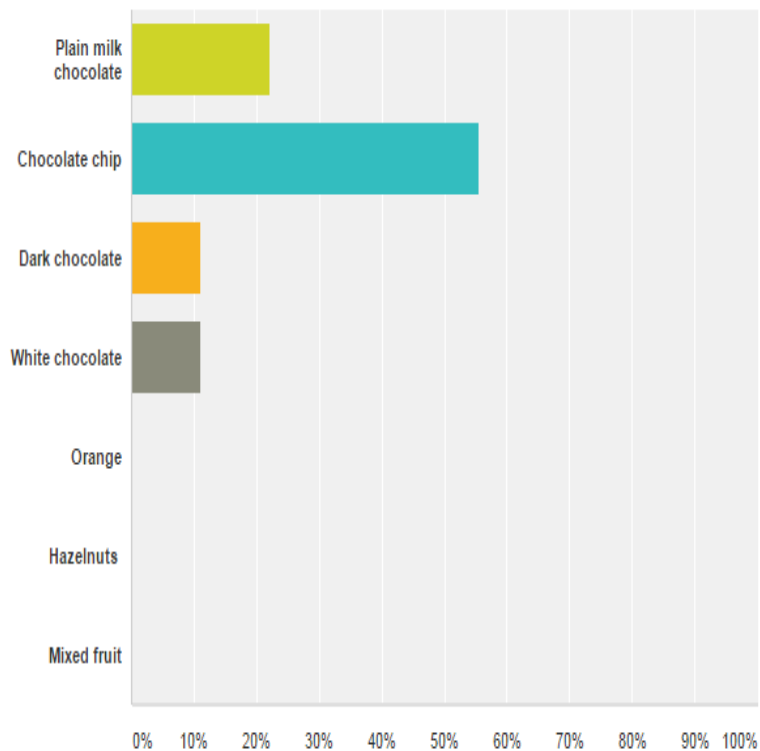
Ideas and Competitors



Primary Research Graphs

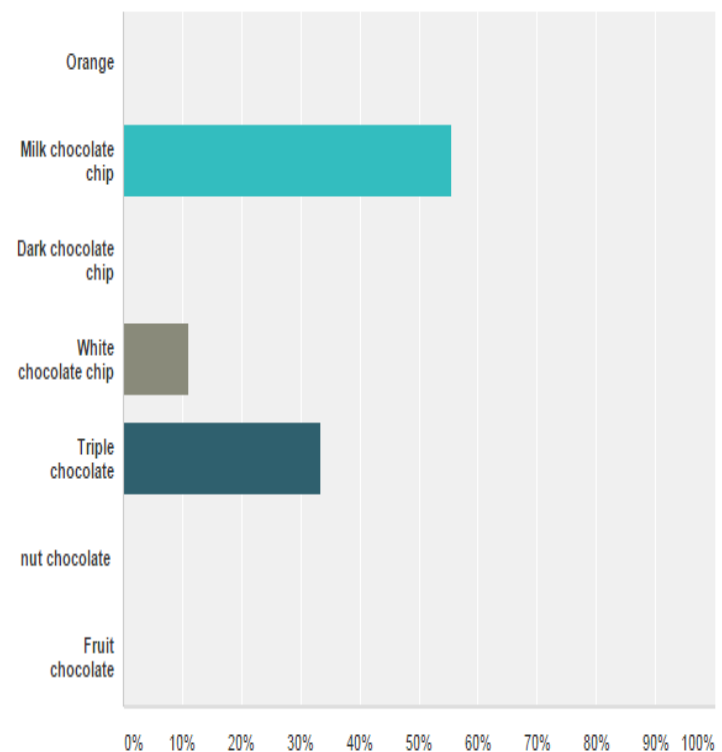
what is your favorite brownie flavor?

Answered: 9 Skipped: 0



what is your favorite type of chocolate?

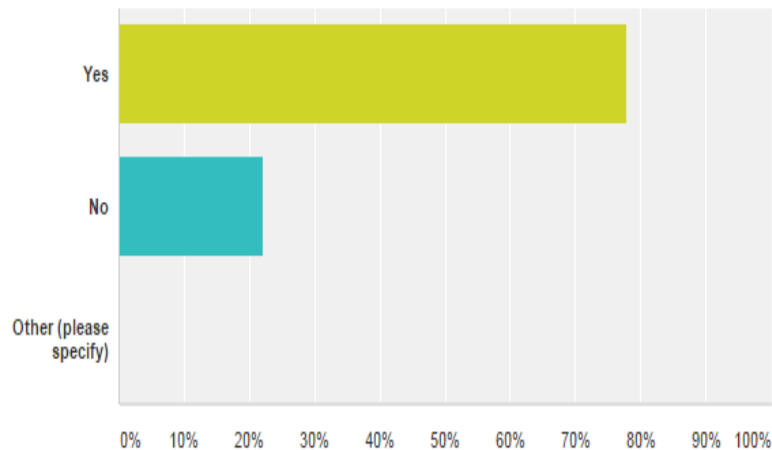
Answered: 9 Skipped: 0



Primary Research Graphs

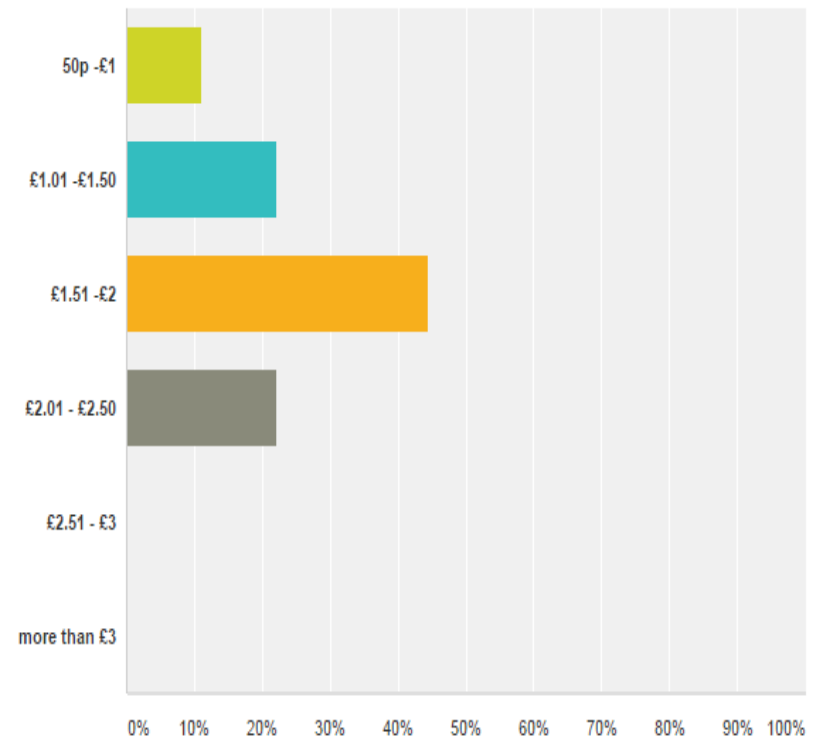
Would you pay more money for a fair trade product?

Answered: 9 Skipped: 0

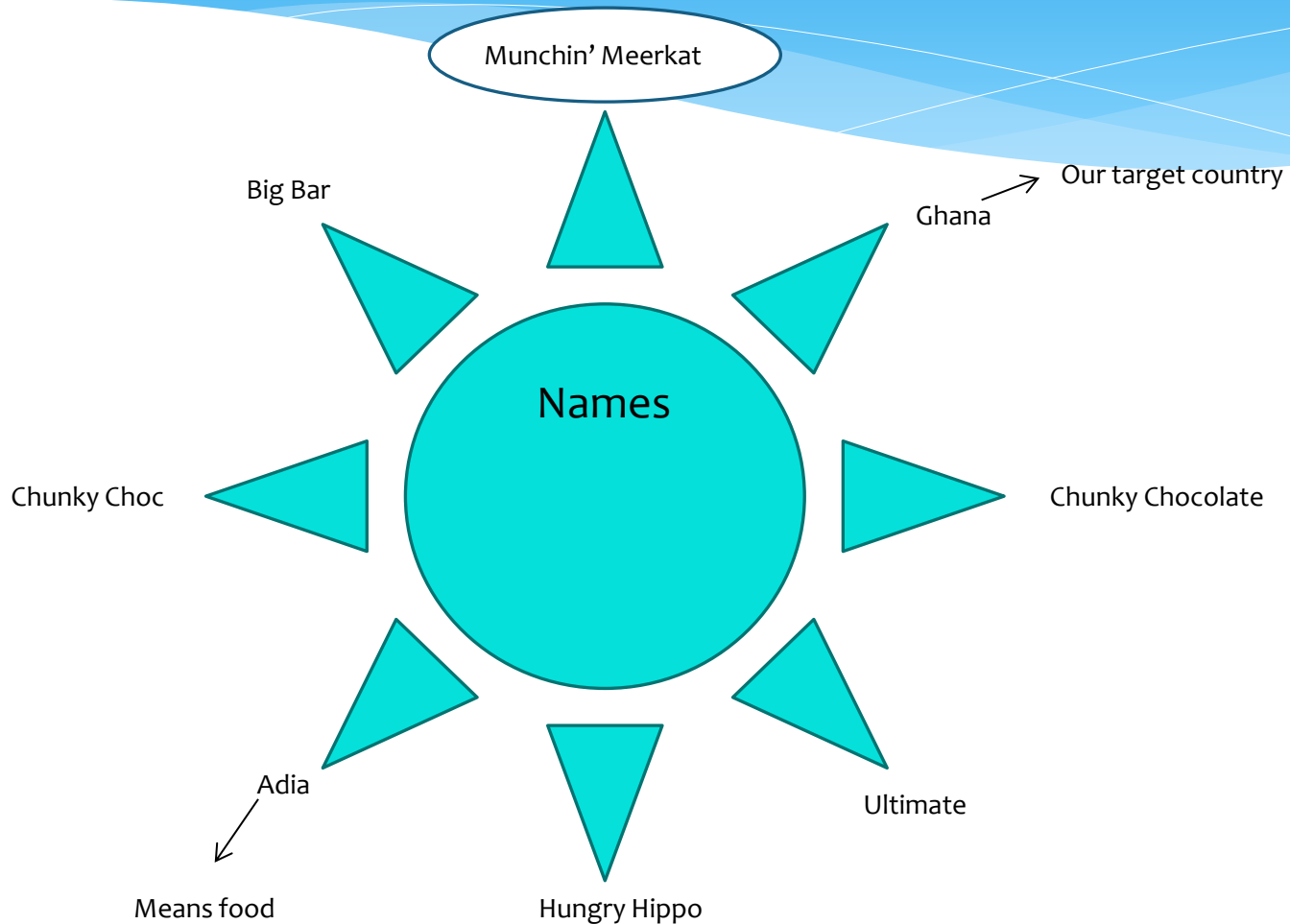


How much would you pay for a large fair trade chocolate bar?

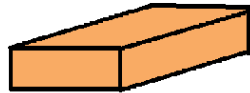
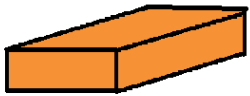
Answered: 9 Skipped: 0



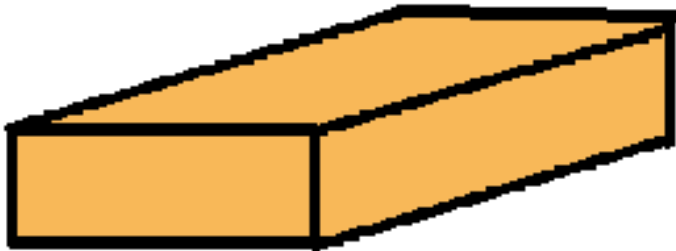
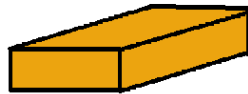
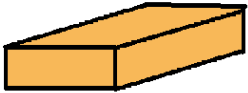
Product Design



Product Design-Colour



We decided on three possible colours for our product and decided that a 'sandy' colour would best suit our product name.



We decided on this colour as it suited the name best.

Product Design-Logo

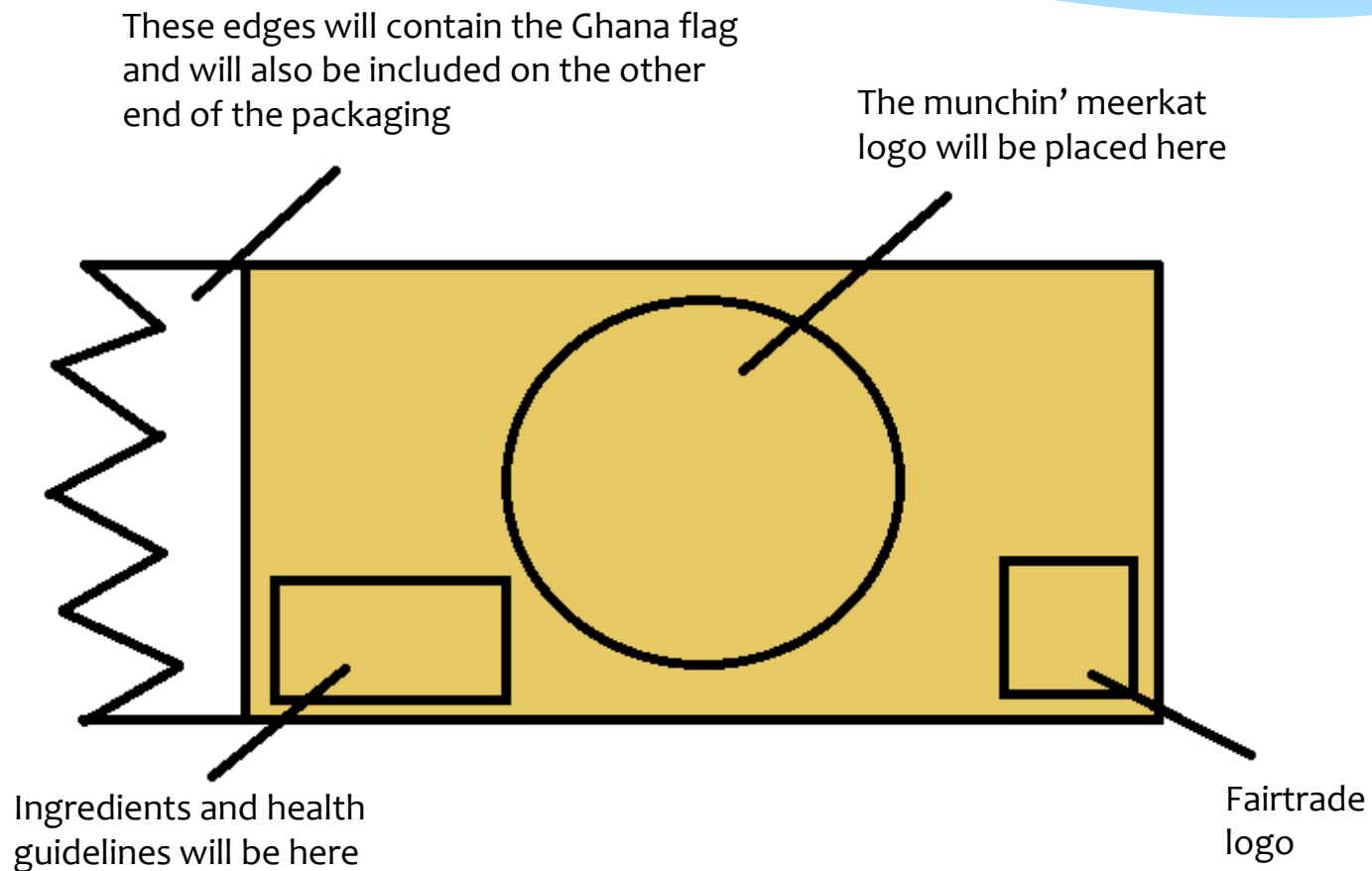


These four logo designs have been created in order to see which designs work best with the background colour.



We decided on this logo because of the meerkat in the middle. The meerkat is well known and will attract people to our product

Product Design-Final Product



Poster for Advertisement





Our Product



Contents

- * We decided that our product will be a chocolate bar with brownie within. The chocolate will be coating the brownie. As the product contains a fair amount of chocolate Ghana's cocoa beans will be helpful.

Shape

- * Our product will be rectangular as the standard shape of a chocolate bar is a rectangle – this shape is ordinary for typical chocolate bars so will be acceptable in society.

Size

- * The size will be 8x15cm as this is the standard size for a large chocolate bar. Also, this will be fairly nutritious when eaten in moderation, containing an average amount of calories.

Colour

- * The background for the product will be a 'sandy' colour with the logo in the centre, making sure the Fairtrade logo and the health guidance advice is included on the product.

Financial considerations

- * Cost of ingredients per brownie – 12p
- * Price to sell brownies at – 75p
- * Production costs – college premises free, electricity and gas £50 per month contribution to the college, labour – 3 employees at £10 per hour, estimate production of 50 brownies per hour
- * Packaging – 10p per brownie
- * Advertising - £200

Profit and loss account

Income	
Sales	£19,687.50
Total revenue	£19,687.50
Direct labour costs	£4,500
Ingredients	£3,150
Cost of goods sold	£7,650
Gross profit	£12,037.50
Other expenses	£800
Net profit	£11,237.50

Number based on making
175 per day and trading for
30 weeks per year

Cash flow

Months:	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash brought forward		1,693	3,386	5,079	5,833	7,526	9,219	9,973	9,723	11,416	13,109	14,802
Sales	2,626.25	2,626.25	2,626.25	1,328.13	2,626.25	2,626.25	1,328.13		2,626.25	2,626.25	2,626.25	1,328.13
B. Total Receipts	2,626.25	4,319.25	6,012.25	6,407.13	8,459.25	10,152.25	10,547.13	9,973.00	12,349.25	14,042.25	15,735.25	16,130.13
Production costs	50	50	50	50	50	50	50	50	50	50	50	50
Packaging costs	83.50	83.50	83.50	24.60	83.50	83.50	24.60	0.00	83.50	83.50	83.50	24.60
Direct labour costs	600.00	600.00	600.00	300.00	600.00	600.00	300.00	0.00	600.00	600.00	600.00	300.00
Advertising	200	200	200	200	200	200	200	200	200	200	200	200
C. Total Payments	934	934	934	575	934	934	575	250	934	934	934	575
Cash carried forward	1,693	3,386	5,079	5,833	7,526	9,219	9,973	9,723	11,416	13,109	14,802	15,556

Roles and responsibilities

Role	Person allocated to role	Reason why
Team Leader	Megan	Megan was allocated as the team leader as she had the original idea for the product and we decided that since Megan came up with the idea she would be the best to lead and explain the idea of the product through the other roles allocated to the other members.
Secretary	Amie	We decided that Amie would be best in the role of secretary as she would be able to decipher between the important information that would contribute to the idea and the not so important information within the meetings.
Product Designer	Sophie	We decided that Sophie would be best in the role of product designer as she is artistic and would also be able to decide how to design the product to suit the public's needs as Sophie was allocated secondary research also which ties into the design of the product.

Roles and responsibilities cont.

Secondary Researcher	Sophie	Sophie was allocated the role of secondary researcher also because she would be able to collate all the information we needed together in order to create a product different from anything on the market. Also Sophie was allocated product design also so these two roles tie in together well.
Primary Researcher	Tom	I was allocated the role of primary researcher as she was able to create an online survey unlike the other members who weren't as skilled with computers. Also, I was aware of which questions to ask in order to produce information that would refine our product.
Packaging Designer	Megan	Megan was allocated the role of packaging design as I am artistic and could design the product based upon the name given and also to make the product appealing.

Project schedule

Carry out secondary research	Sophie and Amie	21/04/15 – 28/04/15	When completing secondary research it is important that it is completed in an area where there is computers in order to gain full knowledge of all competitors and existing products. Also, the information retrieved from this research should then be communicated to the other members of the team.
Carry out primary research	Tom	21/04/15 – 28/04/15	When completing primary research it is important that the research is either conducted on the computer as an online survey or that the survey is given out to people. Also, the feedback from the surveys should be communicated to other team members.
Design a product	Megan and Sophie	28/04/15 – 05/05/15	It is important that all ideas regarding the design of the product are discussed before being created using the computer. It is essential that a computer is available to the product designers in order for the other team members to visualise the aesthetics of the product.
Design packaging	Megan	05/05/15 – 07/05/15	All elements of the packaging should be discussed, the name, colour and logo should all be discussed in order for the team to be in agreement regarding the aesthetics. Again it is important that a computer is located in order to create the packaging in a realistic manner.

Evaluation of fitness for purpose

- * We believe we have fulfilled the brief
- * Our brownies are innovative in terms of the ingredients and packaging
- * We think our customers at college will buy them
- * We think our operation schedule is achievable
- * We think we could expand and end up being a profitable business