

## Muesli Manufacturing Report (Team Assignment)

*Reports Due Friday, December 9, 2011, 11:59 PM*

**Although the overall assignment will be evaluated as a team project, individual team member grades will be adjusted based on the quality of your assigned sections.**

### Requirements:

- 1) Overview of company operations. This should include at least a discussion of the company's position, its customer base and target market, along with an organization chart with team member names and roles/responsibilities.
- 2) Report strategy change(s) used to increase sales, describing the targeted market and intended outcome. Provide support for at least one product mix or packaging change.
- 3) An analysis of data from the Access database using Excel pivot tables. Embed Excel screenshots into your report as needed to support your conclusions. A full explanation and discussion of the impact of a change in strategy and outcomes must accompany any graphs included in the report.
- 4) Results, i.e., quarterly reports of your plant's performance including KPIs. Include in your report a detailed description of each performance measure.
- 5) Financial Statement (F.01 transaction code) using proper Income Statement and Balance sheet formats.

### Grading Rubric

	A (Excellent = 90-100%)	B (Strong =80-89%)	C (Good =60-79%)	D (Fair = 40-59%)	F (Poor <40%)
<b>Overview of company operations</b>  <b>20 points</b>	Excellent discussion indicating a thorough grasp of the overall operation and includes team member roles & responsibilities	Strong discussion indicating a good grasp of the overall operation and includes team member roles & responsibilities	Good discussion of the overall operation and includes team member roles & responsibilities	Fair discussion of the overall operation with some minor gaps and includes team member roles & responsibilities	Poor or no discussion of overall operation; team member roles & responsibilities not defined
<b>Strategy</b>  <b>20 points</b>	Strategy discussed in a professional manner with a demonstrated understanding of company operations. Results represent high standards and the use of critical thinking and analytical skills in development and	Strategy employed and discussed in manner that demonstrates a clear understanding of the operation. Some use of critical thinking in development and execution.	Strategy is appropriate but contains minor gaps in development and/or execution.	Strategy is incomplete and does not address the needs of the company.	Strategy not clear or not stated.

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	execution.				
<b>Analysis</b> <b>20 points</b>	Excellent analysis of data using Excel pivot tables. Screenshots are embedded into the report and provide an excellent support for conclusions stated. A full explanation and discussion of the company strategy and outcomes accompany all graphs included in the report.	Strong analysis of data using Excel pivot tables. Screenshots are embedded into the report and provide strong support for conclusions stated. A full explanation and discussion of the company strategy and outcomes accompany all graphs included in the report.	Good analysis of data using Excel pivot tables. Screenshots are embedded into the report and provide good support for conclusions stated. An explanation and discussion of the company strategy and outcomes accompany all graphs included in the report.	Fair analysis of data using Excel pivot tables. Screenshots are included with the report and support conclusions stated with minor gaps in interpretation. A fair explanation and discussion of the company strategy is included in the report.	Poor or no analysis provided. Does not meet overall requirements
<b>Results</b> <b>20 points</b>	Excellent development of quarterly reports of the plant's performance, including more than 3 KPIs and an explanation of calculations used to develop measures	Well-developed quarterly reports of the plant's performance including at least 3 KPIs and an explanation of calculations used to develop measures	Good development of quarterly reports of the plant's performance including at least 3 KPIs and an explanation of calculations used to develop measures	Fair development of quarterly reports of the plant's performance including at least 2 KPIs and an explanation of calculations used to develop measures	Poor or no discussion of quarterly reports; less than 2 KPIs; poor or no explanation of calculations
<b>Financial Statement</b> <b>20 points</b>	F.01 financial statements, properly formatted, including a conceptually and grammatically sound discussion of the statement, indicating a thorough grasp of the company's financial position	F.01 financial statements, properly formatted, including a conceptually and grammatically sound discussion of the statement, indicating a strong grasp of the company's financial position	F.01 financial statements, properly formatted, including a conceptually and grammatically sound discussion of the statement, indicating a good grasp of the company's financial position	F.01 financial statements, not properly formatted, but includes a conceptually and grammatically sound discussion of the statement, indicating a fair grasp of the company's financial position, with some minor gaps	No F.01 statements, no or poor formatting, no or poor discussion of company's financial position