SJStudio

**Sample Only**

This document was submitted by students in a previous class. Their requirements were different from yours. We offer it only as a sample of what a project was for that class. Copying this document, in whole or in part, and submitting the result as your own work, would be a violation of the honor code.

User Guide

Revision 1

1. **Location and meaning of input parameters and input streams**

All applicable input parameters and streams are located within the “Inputs” tab of the model.

The revenue inputs represent sales forecasts for different product lines of the SJStudio business. The named ranges, location, and definition for these inputs are:

* PrintsForecast
  + Location: =Inputs!B4:M4
  + Represents the sales forecast for printed design patterns
* StationaryForecast
  + Location: =Inputs!B5:M5
  + Represents the sales forecast for design patterns printed on stationary material
* PatternsForecast
  + Location: =Inputs!B6:M6
  + Represents the sales forecast for design pattern templates

The sales price inputs represent the planned sales price for each product line. The named ranges, location, and definition for these inputs are:

* PrintSalesPrice
  + Location: =Inputs!B9:M9
  + Represents the sales price forecast for printed design patterns
* StationarySalesPrice
  + Location: =Inputs!B10:M10
  + Represents the sales price forecast for design patterns printed on stationary material
* PatternsSalesPrice
  + Location: =Inputs!B11:M11
  + Represents the sales price forecast for design pattern templates

The inputs for raw materials estimate the various material costs associated with the creation of the products and the operation of the business, as well as the utilization of these materials. The named ranges, location, and definition for these inputs are:

* InkCostPerSet
  + Location: =Inputs!B14
  + Represents the price forecast for ink sets
* Paper8x10CostPerBox
  + Location: =Inputs!B15
  + Represents the price forecast for a box of 8x10 Paper
* Paper11x17CostPerBox
  + Location: =Inputs!B16
  + Represents the price forecast for a box of 11x17 Paper
* PatternsCostPerItem
  + Location: =Inputs!B17
  + Represents the price forecast for fabric patterns per item
* ShippingMaterialsExpPerMonth
  + Location: =Inputs!B20:M20
  + Represents the expense forecast for shipping materials necessary for fulfillment of product delivery
* Paper8x10BoxesPerMonth
  + Location: =Inputs! B21:M21
  + Represents the monthly use forecast for boxes of 8x10 Paper
* Paper11x17BoxesPerMonth
  + Location: =Inputs! B22:M22
  + Represents the monthly use forecast for boxes of 11x17 Paper
* StationaryExpPerMonth
  + Location: =Inputs! B23:M23
  + Represents the expense forecast for office stationary supplies
* InkSetsPerMonth
  + Location: =Inputs! B24:M24
  + Represents the monthly use forecast for ink sets

The labor inputs describe the labor costs incurred by Sarah Jane Studios. The named ranges, location, and definition for these inputs are:

* IllustratorExpPerMonth
  + Location: =Inputs! B27:M27
  + Represents the monthly expense forecast an illustrator
* PrintingAsstExpPerPrintItem
  + Location: =Inputs! B28:M28
  + Represents the monthly expense forecast for a printing assistant for print items, represented in terms of cost per print sale
* PrintingAsstExpPerStationaryItem
  + Location: =Inputs! B29:M29
  + Represents the monthly expense forecast for a printing assistant for stationary items, represented in terms of cost per stationary sale
* ShippingAsstExpPerItem
  + Location: =Inputs! B30:M30
  + Represents the monthly expense forecast for a shipping assistant, represented in terms of cost per sale
* MarketingExpPerMonth
  + Location: =Inputs! B31:M31
  + Represents the monthly expense forecast for a marketing agent
* BusMgrExpPerMonth
  + Location: =Inputs! B32:M32
  + Represents the monthly expense forecast for a business manager

The services inputs show costs associated with the services necessary to sustain the business.The named ranges, location, and definition for these inputs are:

* EtsyExpPerItem
  + Location: =Inputs! B35
  + Represents the cost (in terms of percentage) per sale incurred to sell items through Etsy’s service
* PaypalExpPerItem
  + Location: =Inputs! B36
  + Represents the cost (in terms of percentage) per sale incurred to accept payment through Paypal’s service
* ShippingMachineExpPerMonth
  + Location: =Inputs! B35
  + Represents the cost to rent the shipping machine per month
* InternetExpPerMonth
  + Location: =Inputs! B35
  + Represents the cost for high speed internet per month
* AdvertisingExpPerMonth
  + Location: =Inputs! B35
  + Represents the monthly advertising budget for the company

1. **Location and meaning of outputs**

The named ranges, location, and meaning for outputs on each product worksheet are:

* Prints!Revenue
  + =Prints!B6:M6
  + Represents the amount of revenue associated with print design sales

• Prints!Expenses

* + =Prints!B27:M27
  + Represents the total amount of expenses associated with print design sales
* Prints!MaterialsExp
  + =Prints!B13:M13
  + Represents the amount of materials expense associated with print design sales
* Prints!LaborExp
  + =Prints!B25:M25
  + Represents the amount of labor expense associated with print design sales
* Prints!ServicesExp
  + =Prints!B19:M19
  + Represents the amount of services expense associated with print design sales
* Stationary!Revenue
  + =Stationary!B6:M6
  + Represents the amount of revenue associated with stationary design sales
* Stationary!Expenses
  + =Stationary!B26:M26
  + Represents the total amount of expense associated with stationary design sales
* Stationary!MaterialsExp
  + =Stationary!B12:M12
  + Represents the amount of materials expense associated with stationary design sales
* Stationary!LaborExp
  + =Stationary!B24:M24
  + Represents the amount of labor expense associated with stationary design sales
* Stationary!ServicesExp
  + =Stationary!B18:M18
  + Represents the amount of services expense associated with stationary design sales
* Patterns!Revenue
  + =Patterns!B6:M6
  + Represents the amount of revenue associated with pattern design sales
* Patterns!Expenses
  + =Patterns!B25:M25
  + Represents the total amount of expense associated with pattern design sales
* Patterns!MaterialsExp
  + =Patterns!B12:M12
  + Represents the amount of materials expense associated with pattern design sales
* Patterns!LaborExp
  + =Patterns!B23:M23
  + Represents the amount of labor expense associated with pattern design sales
* Patterns!ServicesExp
  + =Patterns!B18:M18
  + Represents the amount of services expense associated with pattern design sales
* Patterns!Revenue
  + =Patterns!B6:M6
  + Represents the amount of revenue associated with pattern design sales

The named ranges, location, and meaning for outputs on the Overhead worksheet are:

* InkOverhead
  + =Overhead!B4:M4
  + Represent the total ink cost for print and stationary items
* ShippingOverhead
  + =Overhead!B5:M5
  + Represents the total cost for shipping materials for the company
* TotalLaborOverhead
  + =Overhead!B12:M12
  + Represents the total cost for labor for the company
* ServicesOverhead
  + =Overhead!B18:M18
  + Represents the total cost for services for the company

The named ranges, location, and meaning for outputs on the Outputs worksheet are:

* TotalExpenses
  + =Outputs!B4:M4
  + Represents the total expense forecast to be incurred by the company
* TotalRevenue
  + =Outputs!B3:M3
  + Represents the total revenue forecast to be achieved by the company
* PrintsNetIncome
  + =Outputs!B23:M23
  + Represents the forecasted net income for the prints product line
* StationaryNetIncome
  + =Outputs!B24:M24
  + Represents the forecasted net income for the stationary product line
* PatternsNetIncome
  + =Outputs!B25:M25
  + Represents the forecasted net income for the patterns product line

**3. Guide to visual cues and naming conventions**

The following visual cues are used in the SJStudio model. Cells with yellow background formatting are intended to be used as inputs—cells whose values will be modified by the user. Yellow cells should only exist on the Inputs worksheet. Cells with gray background formatting are intended to contain formulas—calculated values. Gray cells should not exist on the Inputs worksheet.

Named ranges follow the following naming conventions. All names use mixed case, and

contain no characters other than numbers and letters. Names should be as descriptive

as possible, as opposed to just representational, though not too long.

Abbreviations are as follows:

Bus – Business

Exp – Expense

Mgr – Manager

Asst – Assistant

**4. Step-by-step use of the model**

In order to make changes to a scenario, a user should follow the following steps:

* Starting on the “Inputs” tab:
  + Evaluate if there is a need to change the revenue forecast, if so update the aforementioned inputs on the “Inputs” tab
  + Evaluate if there is a need to change the sales price forecast, if so update the aforementioned inputs on the “Inputs” tab
  + Evaluate if there is a need to change the materials, labor, or services cost forecast, if so update the aforementioned inputs on the “Inputs” tab
* This information will flow through to each individual product line’s tab, which will provide the updated revenue, expenses, and net income outputs