


Project 04

THE “CUPCAKE CHALLENGE”
USING OFFICE ONLINE

The scenario

- You've been invited to run the Cupcake Stall at the Lark Hill Village summer fete
 - You have to submit a formal proposal to the organiser ...
 - ... the redoubtable Mrs Clarissa Farquharson-Smythe
- 
- A portrait of Mrs Clarissa Farquharson-Smythe, an elderly woman with short, light-colored hair, wearing a green hat and a plaid jacket. She is smiling slightly and looking towards the camera.
- You want to compose a formal letter that includes details of the recipe you propose to use and the profit you expect to make
 - We're going to use Word Online to write the letter and Excel Online to work out the costings

Step 1: Find the recipe online

The screenshot shows a web browser window with the following elements:

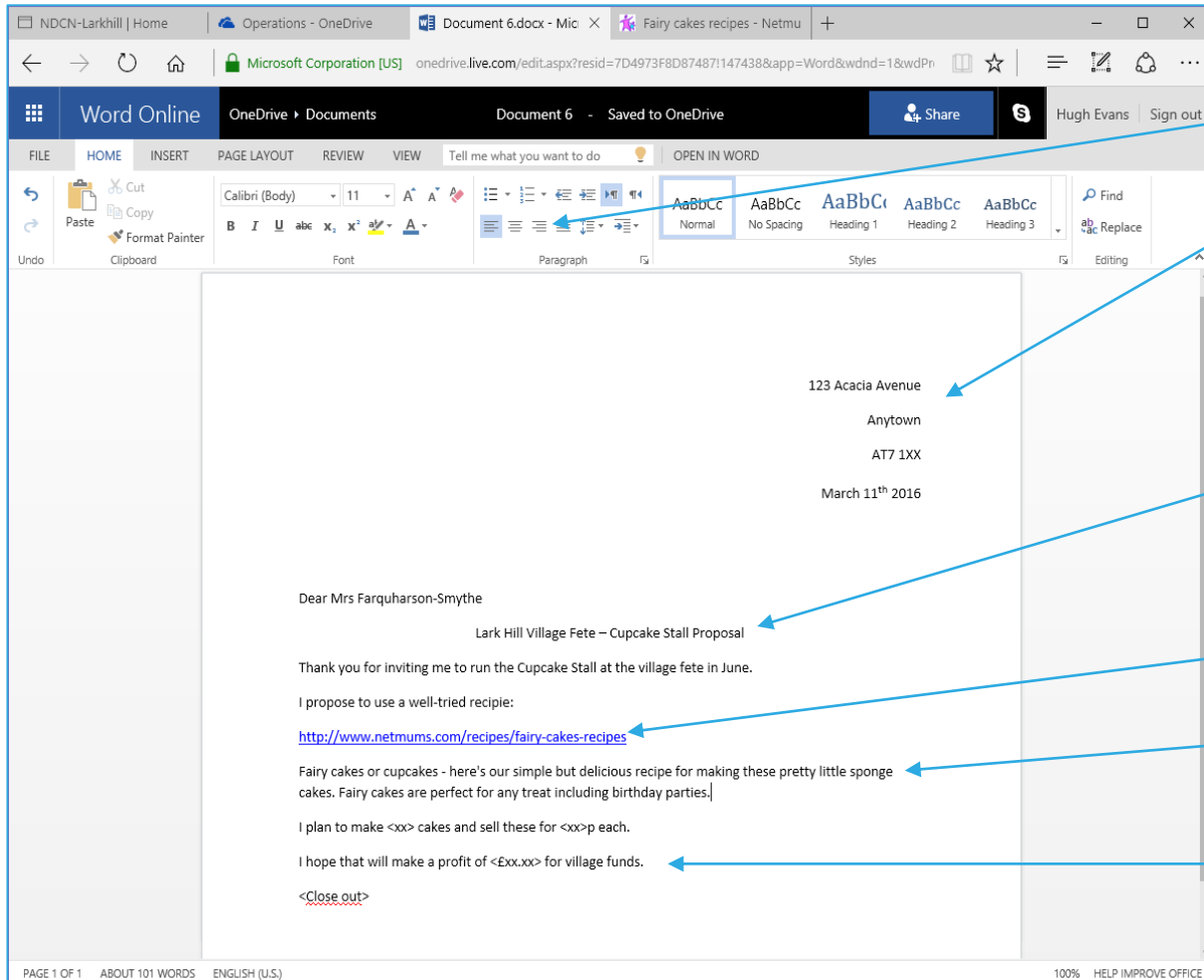
- Address bar: `netmums.com/recipes/fairy-cakes-recipes` (highlighted with a blue arrow)
- Page title: "A simple cake recipe for making these delicious treats..."
- Main image: A photograph of several decorated fairy cakes on a pink tray.
- Recipe details: Prep: 10 minutes, Cook: 15 minutes, 180°C / Gas mark 4. Includes icons for "Freezable" and "Easy".
- Recipe text: "Fairy cakes or cupcakes - here's our simple but delicious recipe for making these pretty little sponge cakes. Fairy cakes are perfect for any treat including birthday parties. For some great fairy cakes recipes and ideas on how to decorate your cake take a look through our inspiring fairy cake decorating and topping photos for ideas." (highlighted with a blue arrow)
- Ingredients list: 100g butter, softened; 100g self raising flour; 100g caster sugar; 2 eggs.
- Additional text: "You will need: Muffin tray with muffin cases"
- Right sidebar: "Recipe finder" widget, "Today on Netmums" section with various articles, and a "Win a £250 Boots voucher" advertisement.

I am using [netmums](https://www.netmums.com)

I want to copy this link ...

... and this paragraph

Step 2: Draft the outline e-mail



I entered my address and right-justified it

I filled in the subject and centered it

I pasted in the website link

And the paragraph I had copied

I left some placeholders

Step 3A: Work out the costing

The screenshot shows an Excel Online spreadsheet with the following data:

Ingredient	Quantity	Unit	£/unit	#units	Cost
Butter	100	gram	£0.40		
Self raising flour	100	gram	£0.10		
Caster sugar	100	gram	£0.18		
Eggs	2	each	£0.40		

The ribbon shows the 'Number Format' dropdown menu is open, with the currency symbol (\$) selected. A blue arrow points from this menu to the '£/unit' column in the spreadsheet.

Get the basics in first – ingredient list and unit prices

See how I formatted the price as a currency

Step 3B: Work out the costing

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Ingredient	Quantity	Unit	£/unit	#units	Cost											
2	Butter	100	gram	£0.40	1	=D2*E2											
3	Self raising flour	100	gram	£0.10	1												
4	Caster sugar	100	gram	£0.18	1												
5	Eggs	2	each	£0.40	1												
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I entered a simple calculation to multiply the unit cost by the quantity

Step 3C: Work out the costing

The screenshot shows the Excel Online interface with a spreadsheet titled 'Book 1'. The spreadsheet has the following data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Ingredient	Quantity	Unit	£/unit	#units	Cost											
2	Butter	100	gram	£0.40	1	£0.4											
3	Self raising flour	100	gram	£0.10	1												
4	Caster sugar	100	gram	£0.18	1												
5	Eggs	2	each	£0.40	1												

The formula bar shows the formula $=D2*E2$. A context menu is open over the cell containing £0.4, with options: Cut, Copy, Paste, Hyperlink..., Insert Comment, and Number Format. A blue arrow points from the text 'I can now copy that simple calculation' to the context menu.

I can now copy that simple calculation

Step 3D: Work out the costing

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Ingredient	Quantity	Unit	£/unit	#units	Cost											
2	Butter	100	gram	£0.40	1	£0.40											
3	Self raising flour	100	gram	£0.10	1												
4	Caster sugar	100	gram	£0.18	1												
5	Eggs	2	each	£0.40	1												
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And paste it into the following rows

Step 3E: Work out the costing

The screenshot shows an Excel Online spreadsheet with the following data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Ingredient	Quantity	Unit	£/unit	#units	Cost											
2	Butter	100	gram	£0.40	1	£0.40											
3	Self raising flour	100	gram	£0.10	1	£0.10											
4	Caster sugar	100	gram	£0.18	1	£0.18											
5	Eggs	2	each	£0.40	1	£0.40											
6																	
7	Total cost					=SUM(F2:F6)											
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9																	
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The formula bar shows the formula: =SUM(F2:F6)

The status bar at the bottom shows: AVERAGE: £0.27 COUNT: 4 SUM: £1.08

I can add up the cost of all ingredients using the inbuilt AutoSum (Σ) function

Step 3F: Work out the costing

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Ingredient	Quantity	Unit	£/unit	#units	Cost											
2	Butter	100	gram	£0.40	10	£4.00											
3	Self raising flour	100	gram	£0.10	10	£1.00											
4	Caster sugar	100	gram	£0.18	10	£1.80											
5	Eggs	2	each	£0.40	10	£4.00											
6																	
7	Total cost					£10.80											
8	Number of cakes					90											
9	% wate					5.00%											
10	Wasted cakes					4.5											
11	Final number of cakes					85.5											
12																	
13	Cost per cake					£ 0.13											
14																	
15	Assumed selling price					£ 0.25											
16																	
17	Profit per cake					£ 0.12											
18	Total profit					£ 10.58											
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I've moved on quite a bit here ...

scaled up the quantity

made provision for wastage

worked out the cost/cake

and the overall profit

Step 4: Finish off the e-mail

The screenshot shows a Microsoft Word Online document titled "Document 6" saved to OneDrive. The document content is as follows:

123 Acacia Avenue
Anytown
AT7 1XX
March 11th 2016

Dear Mrs Farquharson-Smythe

Lark Hill Village Fete – Cupcake Stall Proposal

Thank you for inviting me to run the Cupcake Stall at the village fete in June.

I propose to use a well-tried recipe:

<http://www.netmums.com/recipes/fairy-cakes-recipes>

Fairy cakes or cupcakes - here's our simple but delicious recipe for making these pretty little sponge cakes. Fairy cakes are perfect for any treat including birthday parties.

I plan to make 85 cakes and sell these for 25p each.

I hope that will make a profit of around £10.50 for village funds.

Sincerely

Mary Berry

Filled in the placeholders

Closed out the letter