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Subject: Project Management

Assignment 1

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Project Management Plan: Levi's

Introduction

According to Merideth and Mantel (2009) the past decades has been characterized by fast growth in the utilization of project by companies as a way to achieve their objectives. Initially, projects mainly focused on the external to the organization, for instance, building a new skyscraper and designing a commercial ad campaign (Kuehn, 2006). However, today projects are more inclined to the internal environment of a company. For example, projects involve developing a new product, launching a new branch and improving customer services (OGC, 2006). A project is defined as a temporary effort taken by a company to develop a unique product or service. During the project planning phase, a project is defined base on its activities, deliverables, timelines and resources. From the project plan, the project manager is tasked with estimating project duration (Burke,2013). This process is used to assess the project success and it has a huge impact on the costs and revenue of the project. The current project is aimed at enhancing a company's brand by creating a clear brand identity by increasing online presence and enhancing company's culture.

LO 1: Business problem: Levi's

Levi's is a well-known brand that is involved in the manufacture of quality jeans. It was started in 1875 by Strauss family. The company was mainly involved in the manufacture of jeans for miners using tent fabric and canvas. It later started making jeans using denim, they became popular among miners during the California goldrush. They jeans had twin rivets on the pocket (Business Case Studies, 2019). The business had an exceptional growth since its inception and in the twentieth century it was known as a global brand. In the 1980s, the company introduced other garments such as suits. The company is known for innovation, bright ideas, and enthusiasm. Nevertheless, it has failed in maintaining a well-defined process to ensure that it is successful. Therefore, it needs great brand management. The process involves ensuring there is technical skills to develop a successful brand. The current project is aimed at enhancing a company's brand by creating a clear brand identity by increasing online presence and enhancing company's culture.

LO1.2: The benefits

The project plan will help in ensuring that the company's brand is well maintained. It will help Levi's reclaim its identity in the market.

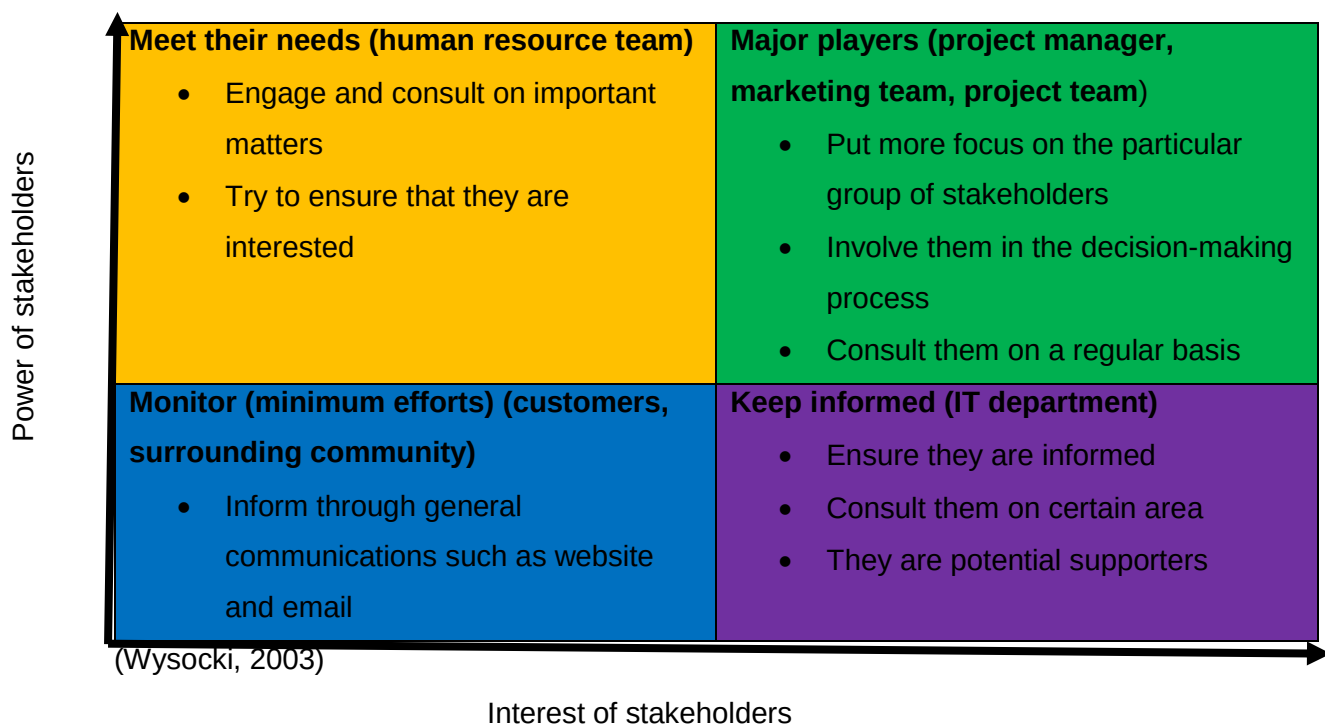
LO1.3: Stakeholder analysis

Stakeholders are parties that have an interest in the execution and outcome of a project. They may have impact on the project and its deliverables (Merideth and Mantel, 2009). Stakeholder analysis enables a project manager to identify stakeholders for a project.

Levi's project has been initiated by the brand management team to create a brand identity for the company and enhance its culture (Lawton, 2015). It will include increasing its online presence and improving its culture.

There are various stakeholders that have direct link to the project. They include human resource, marketing team, project team members that include the company's employees, and IT department. Also, the clients are stakeholders together with the surrounding community.

Power and Interest graph



The human resource team and project team has high power on the current project. The marketing team and IT department have interest on the project. Also, the clients and the surrounding community have interest on the project. As a project manager it is important to meet the needs of the human resource department. They are major players to the project. It is important to meet the needs of the project team. Additionally, the project manager should inform the clients about the project through email. The IT department and marketing team should be kept informed and consult them on certain areas.

Communication plan

Stakeholder	Title	Information details	Responsible	Channel	frequency	Comments
Human Resource	Status Report	Project status Forecast project completion date and the budget	Project Manager	Regular Check-in	Daily	
Project manager	Status report	Issues affecting project The project risks Completion date and the budget	Human resource	Regular consultation	daily	

Project Management team	Daily report	Analysis of the completion date, project risks	Project manager	Regular check-in	daily	
Customers	Project update	Project completion date	Project manager	Email, website	monthly	
Surrounding Community	Project report	Completion date	Project manager	Email, website	monthly	
Marketing team	Weekly update	Project risks	Project manager	Email, regular check-ins	weekly	
IT Department	Weekly report	Completion date, project development	Project manager	Regular check-ins, email	weekly	

LO2.0: Smart Objectives

It is important for the project objective to be smart. The current project is focused on enhancing Levi's brand to enable it reclaim its identity (Wysocki, 2003).

LO2.1: Objective

Enhance Levi's brand through creation of a clear, consistent brand identity. Also, the project will focus on creating online presence for the company and encouraging positive company culture to help in enhancing referrals.

LO2.2: Goals

Levi's will increase brand awareness through increasing online presence. It will be achieved by creating more adverts. The company will carry out sponsored adverts that will run specific months. The aim will be to create various sponsored adverts that will run for six months after the commencement of the project. Additionally, Levi's will work towards increasing clients' referrals and enhancing the company's culture to attract more clients.

Specific

Enhancing a company's brand by creating a clear brand identity by increasing online presence and enhancing company's culture.

Measurable

Improved online presence, enhanced company's culture

Assignable

Marketing team

Realistic

Online presence

Improved company culture

Levi's Mobile application

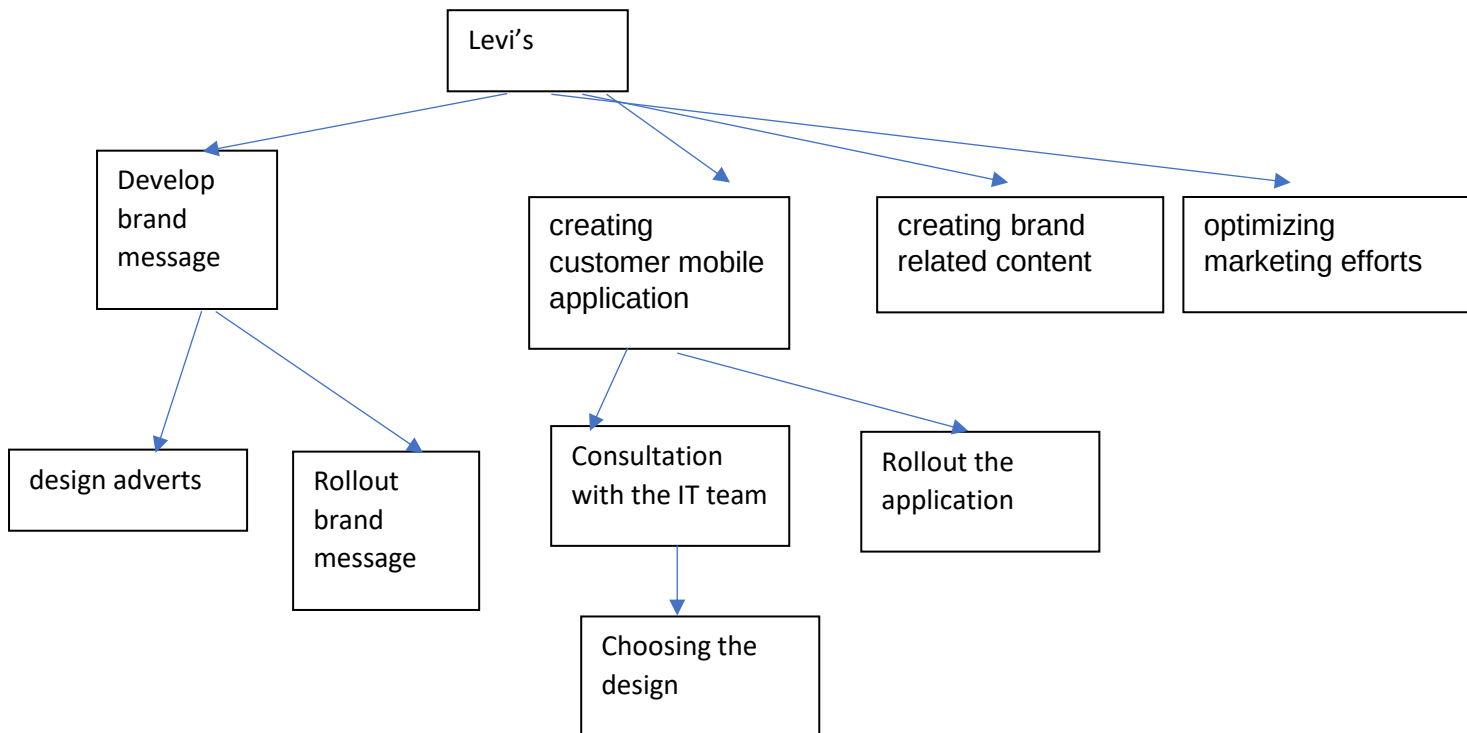
Time related

To be delivered 6 months of the project's commencement

LO3.0: Work breakdown structure

The Work Breakdown Structure is a hierarchical structure that includes work that need to be executed by the project team to help achieve the project's objective and develop a needed deliverable (Simon and Webster, 2018). Various activities need to be completed so as to

implement Levi's project. The current project will include various activities that will help the company attain its objectives. They include develop and rollout brand message, creating customer mobile application, creating social media calendar to make sure that posts are made daily. The team will be tasked with creating brand related content. Another task will be optimizing marketing efforts for search engines.



LO 3.2: Activity List

The activity list for Levi's project is well-detailed

WBS ID	Activity name
3	State the project's goal
4	Define the objectives
6	Carry out research
7	Conduct an assessment
9	Develop brand message
10	Design customer mobile app
12	Design social media Calendar
13	Rollout brand message and social media adverts.

LO3.3: Risk management

Risks refer to an uncertain event or condition that may either have negative or positive impact on a project's objectives (Merideth and Mantel, 2009). Projects are prone to risks, hence, it is important for the project manager to ensure that they are assessed.

LO4.0: Risk Plan

Levi's project is likely to meet different risks in its development stage. The risk plan will help in minimizing cash flow problems and damage to the brand. Additionally, it will assist in creating a culture of sensible risk awareness and management to the company. The risk will be assessed qualitatively.

LO4.1: Risk Register

There are different risks that may affect the project. In the particular case, the risks will be documented in the risk register.

Risk ID	Risk
1	The company's employees maybe not cooperate
2	The mobile app may take long to develop and implement
3	The online presence may attract negative response from social media users
4	Project objectives may change overtime
5	Key stakeholders may not be satisfied with the project progress
6	Cashflow may not be enough to complete the project
7	Clients may not use the company's website

LO4.2: Risk priority graph

To prioritise risk it is important to asses the probability of it occurring (Bert and Seegers, 2009). Also, the project manager should assess its impact (PMI, 2004). Probability can be assessed qualitatively by using High, medium and low. Also, impact can be assessed using high, medium and low. The

The risks for Levi's project will be assessed qualitatively.

Risk ID	Risk	Probability	Impact
1	The company's employees maybe not cooperate	L	H
2	The mobile app may take long to develop and implement	H	M
3	The online presence may attract negative response from social media users	H	M
4	Project objectives may change overtime	H	H
5	Key stakeholders may not be satisfied with the project progress	L	M
6	Cashflow may not be enough to complete the project	L	L
7	Clients may not use the company's website	M	H

Probability LO4.3: Risk priority graph

High		2,3	4
Medium			7
Low	6	5,	1,
	Low	Medium Impact	High

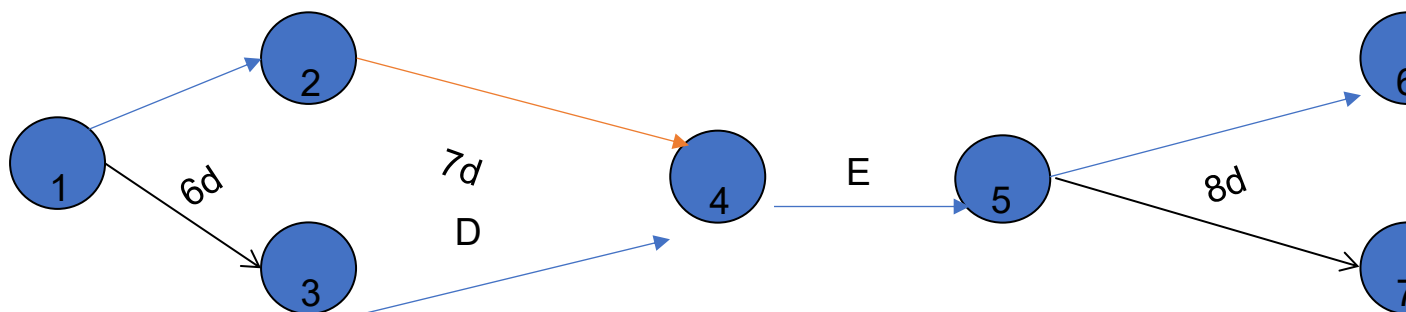
Risk Tolerance

(Maylor, 2002)

LO5.0: Activity Sequencing

The project will begin with developing project goals. The major step is to define objectives, the next step will be to carry out research. Also, the project team will be tasked with conducting an assessment and developing brand message (Kidston and Haward, 2015). Designing the customer mobile app will be the next step and designing social media calendar.

The project will start on 1st October. The first step will be developing project goals. The team will meet on 1st October 2020 until 7th October. The second step will be carrying out research which will start on 8th October 2020 to 15th October 2020. The project team will start conducting assessment on 16th October to 5th November 2020. Brand message development will start 6th November 2020 to 15th November 2020. Next will be designing customer app from 16th November 2020 to 15th February 2021. Designing social media calendar will start on 16th February 2021 to 20th February 2021. The last step will be running social media adverts from 20th February 2021 to 20th March 2021.



LO6: Budget modelling

LO 6.1: Budget cumulative cost

Budget will include Software Costs which will amount to £30,000 and hosting costs which will amount to £20,000. The project will involve developing social media platform which the IT department will carry out. The process is free, hence, its budget will not be included in the project. Designing an advert will be carried by the marketing team. They will not incur any added costs.

LO 7: Project execution challenges

Various project execution challenges were expected. For instance, the project team may not be cooperative and this will affect the entire project (Highsmith, 2009). Therefore, there is need for proper communication to help avoid the issues. During the project planning phase, a project is defined base on its activities, deliverables, timelines and resources. From the project plan, the project manager is tasked with estimating project duration. This process is used to assess the project success and it has a huge impact on the costs and revenue of the project. Another challenge is that the stakeholders may not support the project execution step. This may affect how the project is implemented. Stakeholders are parties that have an interest in the execution and outcome of a project. They may have impact on the project and its deliverables. Stakeholder analysis enables a project manager to identify stakeholders for a project. Levi's project has been initiated by the brand management team to create a brand identity for the company and enhance its culture. It will include increasing its online presence and improving its culture. It is clear that the stakeholders have different stakes in the project therefore more emphasis should be placed on ensuring they are satisfied. The human resource team and project team has high power on the current project. The marketing team and IT department have interest on the project. Also, the clients and the surrounding community have interest on the project. As a project manager it is important to meet the needs of the human resource department. They are major players to the project. It is important to meet the needs of the project team. Additionally, the project manager should inform the clients about the project through email. The IT department and marketing team should be kept informed and consult them on certain areas.

The current project is important for Levi's. Therefore, the project manager needs to ensure that the execution phase does not affect its image. The team should work together to attain its objectives which include enhancing Levi's brand through creation of a clear, consistent brand identity. Also, the project will focus on creating online presence for the company and encouraging positive company culture to help in enhancing referrals.

The process involves ensuring there is technical skills to develop a successful brand. The current project is aimed at enhancing a company's brand by creating a clear brand identity by increasing online presence and enhancing company's culture. Today projects are more inclined to the internal environment of a company. The current project focuses on Levi's internal environment. It aims at enhancing the company's brand. It will help in increasing its identity.

One scenario of the challenges is that some employees may not accept changes. Therefore, the project manager will ensure that they are involved in the execution phase. They may refuse to participate in the development of social media adverts. This may affect the company's image. Also, the employees may not participate in the running of the customer app. They may refuse to respond to the clients. Additionally, the clients may have a hard time using the app. They may also have trust issues. Therefore, it is important for the team to educate the customers about the app and its benefit. The social media apps should also target clients of all age group. Also, the App may have installment issues. Therefore, the IT team should work closely with the marketing team to ensure that it is running properly. For instance, the app should run in both android and Apple phones. It will make sure that it reaches to a huge client base.

Conclusion

Levi's has been having issues with brand identity. Although it is famous for its denim jeans, its brand awareness has been minimal. Therefore, the current project will focus on creating brand awareness by increasing its social media presence and creating a customer app. There are various stakeholders that have direct link to the project. They include human resource, marketing team, project team members that include the company's employees, and IT department. Also, the clients are stakeholders together with the surrounding community. The project will begin with developing project goals. The major step is to define objectives, the next step will be to carry out research. Also, the project team will be tasked with conducting an assessment and developing brand message. Designing the customer mobile app will be the next step and designing social media calendar. Levi's project is likely to meet different risks in its development stage. The risk plan will help in minimizing cash flow problems and damage to the brand. Additionally, it will assist in creating a culture of sensible risk awareness and management to the company. The risk will be assessed qualitatively.

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