

Welcome to Presentation on **BMSW5104** Managing Projects in the Workplace

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Introduction

- ❖ A project management plan refers to a document that outlines the background, scope, objectives, schedules, resources, risks, milestones, and stakeholder engagement of a project (Grant, 2015).
- ❖ This project management plan outlines the strategy and key components for successfully launching the new product namely Fizz.
- ❖ It will cover the background, scope, quad chart, Gantt chart, risk management plan of the project.



Project description

- ❖ Fizz is a soft drink that has been exclusively designed to explore a strong position in the soft drink industry.
- ❖ It emerges as a response to this dynamic market environment.
- ❖ Fizz offers a unique value proposition of combining all-natural ingredients and a low-calorie profile for providing consumers with a guilt-free and refreshing alternative to traditional sodas (Kerzner, 2017).
- ❖ It has innovative formulation that seeks to tap into the market gap and capture the hearts of health-conscious consumers.



Scope

- ❖ The scope of the project includes the development, production, and launch of the Fizz soft drink in the local market of London.
- ❖ This encompasses product formulation, market research, recipe formulation, quality testing, branding, marketing, packaging design, manufacturing, distribution, and a comprehensive market launch.
- ❖ With ensuring a al new natural and low-calorie soft drink, it will ensure compliance with regulatory standards (Day, 2018).



Work breakdown structure

Key task	Sub Task	Description
Product Development	Market Research	• Conduct market research to understand consumer preferences and market trends. • Analyze competitors to identify market gaps and opportunities. • Estimate market demand and potential sales volumes (Kerzner, 2017).
	Recipe Formulation	• Develop the formula for Fizz by focusing on all-natural ingredients and low-calorie content. • Conduct taste tests and refine the recipe based on feedback. • Ensure that the product meets quality and safety standards (Saunders, 2019).
	Quality Control Testing	• Establish a rigorous quality control process to monitor the product's consistency. • Conduct sensory testing to ensure the product meets taste and aroma expectations. • Perform nutritional analysis and safety testing to comply with regulations.

Work breakdown structure (Cont.)

Key task	Sub Task	Description
Branding and Marketing	Logo and Branding Design	• Design the logo and branding elements that convey Fizz's unique value proposition. • Develop brand guidelines to maintain consistency in all branding materials. • Create packaging designs that align with the brand identity (Day, 2018).
	Marketing Strategy Development	• Develop a comprehensive marketing plan outlining target demographics, channels, and messaging. • Plan promotional events and campaigns for the product launch. • Prepare advertising materials, including digital and print ads (Schlegelmilch, 2016).
	Advertising Campaign Creation	• Execute the advertising campaigns across various media channels. • Monitor and adjust advertising strategies based on performance and audience engagement. • Collaborate with influencers and social media for brand visibility.

Work breakdown structure (Cont.)

Key task	Sub Task	Description
Packaging Design	Bottle Design	• Design an attractive and ergonomic bottle that aligns with the brand's image. • Choose bottle materials that are environmentally friendly and safe. • Ensure the bottle design accommodates labeling requirements.
	Label Design	• Create label designs that effectively convey product information, including ingredients and nutritional facts. • Ensure the label design is compliant with labeling regulations. • Develop labeling materials that are durable and visually appealing (Grant, 2015).
	Packaging Material Procurement	• Procure the necessary materials for packaging, including bottles, labels, and caps. • Establish relationships with reliable suppliers. • Ensure a steady supply chain for packaging materials.

Work breakdown structure (Cont.)

Key task	Sub Task	Description
Manufacturing	Production Facility Setup	• Design and set up the production facility, ensuring it complies with health and safety standards. • Install necessary production equipment and machinery. • Develop standard operating procedures for production.
	Ingredient Sourcing	• Identify and secure sources for high-quality, all-natural ingredients. • Establish contracts with ingredient suppliers. • Maintain a reliable supply chain for ingredients (Day, 2018).
	Quality Control Procedures	• Implement quality control protocols and testing procedures to ensure product consistency. • Train staff on quality control standards and procedures. • Establish a system for traceability and recalls.

Work breakdown structure (Cont.)

Key task	Sub Task	Description
Distribution	Distribution Network Establishment	• Identify distribution channels, including retailers, wholesalers, and online platforms. • Establish relationships with distributors and retailers. • Create a plan for distribution logistics (Schlegelmilch, 2016).
	Transportation Logistics	• Arrange transportation services for delivering Fizz to various locations. • Optimize transportation routes for efficiency and cost-effectiveness. • Ensure on-time delivery to retailers.
	Retail Partnerships	• Form partnerships with retail outlets to stock Fizz. • Negotiate agreements with retailers regarding product placement, pricing, and promotions. • Monitor and maintain good relationships with retail partners.

Work breakdown structure (Cont.)

Key task	Sub Task	Description
Market Launch	Product Launch Event	- Organize a launch event to introduce Fizz to the market and the press. - Create an engaging and memorable event experience. - Invite key stakeholders and media for coverage (Day, 2018).
	Public Relations and Social Media Marketing	- Engage in public relations activities to generate buzz and media coverage. - Utilize social media platforms for promotion and interaction with customers. - Monitor and respond to customer feedback and inquiries.
	Sales Promotions	- Implement sales promotions and discounts to incentivize early product adoption. - Monitor sales data and adjust promotions as needed (Schlegelmilch, 2016). - Collect feedback from initial customers for product improvement.

Quad chart

	Objectives		Capabilities
Q1	i. The primary goal of the "Fizz" project is to successfully introduce a healthy and all-natural soft drink to the market. ii. The objective is to position Fizz as a refreshing, low-calorie alternative to traditional sodas by catering to health-conscious consumers.	Q2	Fizz stands out in the market due to its unwavering commitment to quality and taste. Fizz is a superior choice for health-conscious consumers by providing a delicious and healthy alternative to traditional sodas. Ultimately it is offering an unparalleled combination of taste, wellness, and natural ingredients (Schlegelmilch, 2016).
Q3	Customers and Partners It is expected to gain popularity among health-conscious consumers who seek a natural, low-calorie refreshment. Fizz appeals to individuals who value both taste and wellness in their beverage choices. It will form strategic partnerships with major supermarket chains and convenience stores. These partners help make Fizz readily available to a wide customer base by ensuring easy access to our products in a variety of locations (Schlegelmilch, 2016).	Q4	Success Fizz is committed to success through integrity, quality, and customer satisfaction. It will prioritize transparent and ethical business practices by focusing on delivering exceptional products and service. To reach us and explore our range of products, customer can visit our website at www.fizzbeverages.com or contact our customer support at support@fizzbeverages.com. It will value feedback and aim to continually improve (Grant, 2015).

Stakeholders' Involvement

There are several stakeholders that are critical for the success of the project. They are:

Project Team

They are comprising marketing experts, food scientists, production staff, and logistics professionals.

Investors

They are crucial for providing funding for product development and launch.

Customers

Target consumers providing feedback through surveys and taste testing.

Retail Partners

They are collaborating to stock Fizz in stores.

Regulatory Authorities

They are ensuring compliance with food and beverage regulations.



Allocation of Resources

The project will allocate resources based on priority and need. Resource allocation will be continually monitored and adjusted as needed. Key resources are:

Financial Resources

A budget of £10,000 for product development, marketing, and distribution.

Human Resources

They are also very crucial. They are comprising marketing, R&D, production, logistics, and sales departments.

Physical Resources

Production facilities, distribution centers, and marketing materials.



Risk Analysis

Risks	Descriptions	Mitigation
Market Competition	Competing with established soft drink brands.	Strong branding and differentiation.
Regulatory Compliance	Navigating food and beverage regulations (Kerzner, 2017).	Legal consultation and thorough compliance checks.
Supply Chain Disruptions	Raw material shortages or production delays.	Diverse sourcing and inventory management.
Consumer Reception	Uncertain consumer preferences.	Conduct market research and adapt to consumer feedback.
Marketing and Advertising	Failure to reach target audience effectively.	Regularly analyze marketing strategies and adjust as needed (Schwalbe, 2018).
Financial Risks	Running over budget.	Regular financial reviews and contingency plans.

Conclusion

- ❖ At the end it can be said that the successful launch of Fizz requires a comprehensive project management plan to guide us through the complexities.
- ❖ This plan aims to introduce Fizz into the market successfully and make it a beloved soft drink for consumers.
- ❖ This plan will help ensure that our project remains on track. It will also help to meet objectives.



References

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QUESTIONS

