

Managing Projects in the Organisation (BMSW 5104)

Project Management Plan Project A: Wedding Plan

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1. Executive Summary

The targeted audience is the couple (Bride and Groom).

The role of the wedding planner is to save time, look after details, make dreams come true, stay on budget, and save money, have event run smoothly, and so on. The justification for the planner is because of the time involved as the present lives are so busy, the stress involved and the knowledge of the industry. Whereas the present lives are too busy to do the prep work and necessary research (Blakely, 2008)

The Objective of this project is to plan an epic wedding for a young couple making the day memorable for the couple and their guest. The groom age is 23 and the bride age is 21.

Planning the wedding within their agreed budget and coordinating all the task within a team to put the wedding plan into an action plan so we can deliver the service accordingly before the actual big day and making sure the big day is running smoothly. The project will give an overview of the stakeholders involved, Cost, Activities duration and Project Network.

The couple budget is £40,000 for the event and this to include Venue, Catering, Vehicle Hire, Photography, Nikah and outfit for the Groom and Bride. The couple have invited 500 guests.

The Wedding Date has been set for Sunday 2nd January 2022, this gives six months to plan an Epic wedding for this young couple from 1st July,2021 to 2nd January,2022.

2. Introduction

A young Muslim loving couple is looking to get married in the next 6 months. They are looking to throw an epic wedding party that the guest will talk about for years to come well as making this day very special and enjoyable for them. The couple want the big day to be managed without having any responsibilities or stress so they can enjoy the journey of planning their wedding to the actual big day. On the wedding day the couple want to enjoy the event with their friends and family.

3. The Scope of the Project

Project management is the application of processes, methods, skills, knowledge, and experience to achieve specific project objectives according to the project acceptance criteria within agreed parameters. Project management has final deliverables that are constrained to a finite timescale and budget (Association for Project Management (2021)). Organising a Muslim wedding will involve understanding the Muslim wedding culture. Culture provides important social and economic benefits. With improved learning and opportunities to come together with others. The actual Muslim wedding is known as Nikah. Muslim ceremony is very simple where the bride and groom do not have to be present front of each other to accept the vows. The bride sends two witnesses to the draw-up agreement, and this consist of reading from the holy book' Qur'an, and the exchange of vows in front of two witnesses and the groom will do the same. The objective of this project is to provide the young couple a successful epic wedding involving their culture and making everyone happy.

4. Stakeholder Analysis

A stakeholder is a party that has an interest in a company and can either affect or be affected by the business. The primary stakeholders in a typical corporation are its investors, employees, customers, and suppliers (Fernando,2021).

Stakeholders can be internal or external to an organisation. Internal stakeholders are people who have a relationship with the company such as employees, investors, and ownership. External stakeholders do not work directly however effected by the actions and outcomes of the business. When planning a wedding the main stakeholders are the bride, groom and families on both sides and they would be internal stakeholders and if anything, to go wrong they would be affected the most as per event type.

Stakeholder Analysis is the first step in stakeholder management, this is important process for an event to be successful and theses people will support the event and their input can improve the quality of your project. It is important building understanding by communicating with your stakeholders

early and often as possible to ensure they fully understand a process and the benefits of your project. Outlining this helps build their knowledge and they can more actively support you when necessary. For a wedding plan to be successful it is important understanding your stakeholders in order expect and predict their reactions to your project as it develops.

There are three steps to follow in Stakeholder Analysis. First, find who your stakeholders are. Next, work out their power, influence, and interest, so that you know who you should focus on. Finally, develop a good understanding of the most important stakeholders, so that you know how they are likely to respond, and how you can win their support (MindTools, 2021).

4.1. Main Stakeholders

- Bride and Groom: The couple will be involved in the selecting process to finalise the product.
- Bride and Groom Family: The family will be involved in proving Ideas and help contribute to selecting final product with the bride and groom.
- Venue: The Venue where the event will be held is an important stakeholder in this wedding plan as event planner would need to coordinate the day with the venue manager considering the venue health and safety to eliminate any potential risk and being aware of any additional charges that could occur from potential accidents.
- Government Registry Department: We would have to adhere to the UK law along with conducting a Muslim ceremony
- Caterers: Wedding planner must make sure caterers are here on time and providing the food as per menu and must make sure they are halal certified taking into account the couple religion. The caters would require having the correct insurance policy to cater in the venue to follow the venue guidelines.

The below table shows the level of impact each stakeholder has on this Event, High impact refers to highly interested, Moderate Impact refers to impacted however not occurred a high loss and low impact refers to no loss to suffer. A scale of 1 to 5 is used to determine the impact level. 1 and 2 are considered low level of impact, 3 is considered as moderate level of impact, while 4 and 5 are considered as high level of impact.

Table 1: Stakeholders

Stakeholder	Level of Impact	Management
Bride and Groom	High Impact	-Engage the couple. -Work closely with the couple -Go through checklist/regular meetings -Sign Contract to confirm understanding of service
Bride and Groom Family	Moderate Impact	Keep Couple family satisfied Engage family with food menu and venue.
Venue	High Impact	Keep Venue Informed with all suppliers so no major issues
Government Registry Department	High Impact	Monitor all paperwork according to Law and correct fees paid to avoid any disappointments
Caterers	Low Impact	Monitor have correct halal certificates for food, Correct food menu provided and have correct insurance to cater at the venue.
Bride and Groom Outfit	High Impact	Manage closely and keep couple updated with any delay or alterations.

5. Project Management Team

The Project management team are internal stakeholders as they are the employees within the project who will make complete individual task for this wedding to be successful. The wedding will be planned with a group of seven specialist who will communicate with each other by having an action plan in place and the task will get distributed accordingly to each employee's job role. The team will communicate with regular team meetings and keeping each other updated by emails. Below are all the members involved in the wedding project:

Three Wedding Planner's: They are the Specialist mastermind of the wedding who are Influencer and Decision Maker with the bride and groom. Three wedding planners will be distributed with a specific area as follows:

Wedding Planner 1: To Plan the Main Event (venue and decorations setting)

Wedding Planner 2: Refreshments (Catering and Entertainment)

Wedding Planner 3: Specialise in Outfit and wedding rings (Bride and Groom)

One Event Manager: To make sure the project is running on time and the event goes all smoothly on the actual day. Also coordinating between all teams making sure all tasks are completed within a

prompt manner via email. Regular weekly meetings to be held so all communication is recorded and everyone within the project is up to date with the event.

Two Administrator Staff: The role is to Confirm External booking and processing all third-party invoices via email.

One Customer Service Specialist: The role is to take inbound queries from all stakeholders (Internal and external). Making outbound calls to all third-party companies for quotes and negotiating best price.

Table 2 presents the job role for each member in the project management team.

Table 2: Project management team

Team Member	Job Role	Communication Strategy
Event Manager	Coordinates the Event	Communicate with all team members coordinating task via regular team meeting and sending up to date emails to the whole team.
Wedding Planner	Plan the Main Event (venue and decorations setting)	To communicate with bride and groom direct via telephone and email to book viewings for the venue and select decorations from few options to make venue look epic.
Wedding Planner	Refreshments (Catering and Entertainment)	To communicate with bride and groom direct via telephone and email to select entertainment and booking tasters day to select catering.
Wedding Planner	Specialise in Outfit and wedding rings (Bride and Groom)	To communicate with Bride and groom to book appointments to view rings and outfits via telephone and email.
Administrator	Confirm External booking and processing all third-party invoices via email.	Taking instructions from the Wedding planners via email to go ahead with bookings once they have finalised with the bride and groom so all invoices can be audited.
Customer Service Specialist	Take inbound queries from all stakeholders (Internal and external). Making outbound calls to all third-party companies for quotes and negotiating best price.	To report to event manager with all quotations so event manager can finalise. Communicate via email.

6. Work Breakdown Structure

A work breakdown structure helps a project deliver into smaller components (Easy Project, 2021).

The work breakdown structure helps to manage and complete all task within a timeframe. Table 3 shows the breakdown of the activities for planning a wedding and the time duration for each activity.

Table 3: Work Breakdown Structure (WBS)

Theme	Activities	Duration	Monthly Action Plan (July - December)
Entertainment	Menu selections (Taster's Day out, select final caterer and set menu)	3 Weeks	September
	Photo booth	2 weeks	September - October
	Welcome drinks	1 Week	October
	Refreshment stalls	1 Week	October
	Dancers	1 Week	October
Overall Task Duration			2 months
Guests	RSVPs	1 Week	December
	Seating	1 Week	December
	Name Tag's	2 Weeks	December
Overall Task Duration			1 month
Event	Venue	4 Weeks	August
	Decoration	2 Weeks	September
	Cutlery/Furniture	2 weeks	September
Overall Task Duration			2 months
Outfit	Bride Dress (Viewing dresses, select dress, take measurements and arrival time)	8 Weeks	July - September
	Groom Suit (Viewing Suits, select Suit, take measurements and arrival time)	4 weeks	July- September
Overall Task Duration			3 months
Additional	Vehicle Hire	3 weeks	Oct
	Photography	2 weeks	Oct-Nov
	Videography	3 weeks	Nov
Overall Task Duration			2 months
Total duration of Planning			10 months

7. Cost and Resources

A budget is a statement of the amount of money available to spend over a period. Cost plans are typically prepared by a cost consultant and provide an estimate of what the actual costs are likely to be. (Designing Buildings Ltd, 2021). An average wedding cost of a wedding is £30,355 according to Bride book's UK Wedding Report, 2018 (For Better for Worse, 2021). Planning wedding cost is very important to make sure we are within budget and able to afford. It is important we do not get into debt. Considering all the expenditure the total cost for an Epic wedding would be £39,050 which is under the couple budget of £40,000 saving them £950.00.

To make this wedding an Epic memorable wedding for the new couple and its guest I have added extra under entertainment due to the fact the guest and the couple do not Drink as they are a Muslim couple. Muslim tend to not to drink as per their religion. I have added a piano player for the entrance of bride and groom to make their entrance to the hall something for everyone to remember and making this romantic for the lovely young couple. Once the couple are seated, I have added Bollywood dancers to perform a Bollywood dance to entertain the guest and the newly couple. Following this the three-course dinner will be served.

In the guest area there will be guest book, chocolate fountain stand, Candy Floss stand along with welcome and a Photo booth to take selfies for guest and the couple so they can have some fun. In today's generation selfies are more popular than ever so having a photo booth for a young couple this would be something they will enjoy.

For a Muslim wedding the décor is very important, and the décor will make the wedding look epic for this I have spent quite a bit on the décor to give very tale look for the couple. The décor of the main room where the food will be served and the stage where family pictures. I have gone for white flowers in an arch shape with red carpet for the entrance to hall to stage. On the stage I have added white flowers with Suttle pink flowers and crystals to make the stage stand out. Centre pieces on per table I have added big vases of white flowers with white candles giving the whole room a white florist look. In the second room where the bride and groom will have their religious ceremony, I have kept that room simple as few people are only allowed to attend and the ceremony only takes about 20 minutes. I have added gone for lamp and crystal look giving a cultural look to the room.

I have added £2,000 for vehicle hire which I believe is reasonable cost. For the bride hired one way horse and carriage from home to venue and for the groom a Royal Royce Phantom to the venue and back to his house with the bride. I believe Royal Royce and phantom and horse carriage will add to a very tale wedding to what the couple have desired.

Table 4 shows the main categories of the cost for the wedding which includes the number of guests.

Table 4: Cost breakdown

Categories	Quantity	Cost (£)
The Venue	Two rooms	7,000
Ceremony fees	N/A	300
Food and Drink	500 Guest	5,000
Bridal Outfit	1 unit	3,000
Groom Outfit	1 unit	2,000
Photography	1 Day/ 2 Photographers	800
Videography	1 Day/2 Videographers	1,000
Entertainment	- Dancers - Chocolate Fountain -Candy Floss Stall -Photo Booth -Welcome drinks -Grand Entrance with live Piano	3,000
Flowers	1x Bridal Flowers / 4x Bridal Maid Flowers	350
Decor	Hall Décor both rooms	4,000
Vehicle Hire	1 x Groom hire vehicle 1 x bride hire vehicle	2,000
Rings	2	6,000
Wedding cake	1	800
Favours and gifts	500	800
Wedding Planner cost	Exclusive of everything	3,000
Total cost		39,050

8. Project Network

A project network diagram is a graph that displays the order in which a project's activities are to be completed. Derived from the work breakdown structure (TechnologyUK,2001-202), planning a wedding requires project network to enable calculate the total amount of time required for the project, this defines the order in which tasks must be carried out and highlight's those tasks that are critical to the project schedule (TechnologyUK,2001-202). Based on the Work Breakdown Structure (WBS), the duration (total time) of the project is 10 months (Table 3). However, considering the preceding activities and optimisation of concurrent activities, the project network reveals that the project could be completed within 6 months. Figure 1 presents the project network diagram.

The event manger will spend six months on this project from start to end to make sure everything for the wedding has coordinated. The event manager will hold weekly meetings with his employees to make sure all tasks are completed daily as per action plan, so the wedding is a success. The Event manager will attend the wedding on the day to make sure the running of the wedding goes all smoothly without any issues. To complete this project all employees time required by every employee is fulltime hours (37.5 hours).

	Month 1-July				Month 2-Aug				Month 3-Sep				Month 4-Oct				Month 5-Nov				Month 6-Dec			
Activities	Week 1	week 2	week 3	week 4	week 1	week 2	week 3	week4	week 1	week 2	week 3	week4	week 1	week 2	week 3	week4	week 1	week 2	week 3	week4	week 1	week 2	week 3	week4
Bride dress																								
Groom Outfit																								
Venue																								
Decoration																								
Cutlery/Furniture																								
Menu Selection																								
Photo Bhooth																								
Welcome Drinks																								
Refreshment Stalls																								
Dancers																								
Vehicle Hire																								
Photography																								
Videography																								
RSVP's																								
Seating																								
Name tag's																								

Figure 1: Project network

9. Risk Assessment

Risk Assessment involves identifying all known and possible scenarios and threats that could disrupt an otherwise perfect wedding. It is important for an event manager to have a contingency plan in place for all possible risk to avoid any disappointments on the day such as go through a health and safety procedure with the venue to eliminate any risk such as fire, control guest behaviour, guest parking and security to control unexpected public at the event. It is important for the wedding planner to have a list of numbers who to call and mobilize for any disaster. For example, next of kin numbers, emergency numbers for suppliers, all stakeholders contacts, and job agency for staff. It is important all contact data should be gathered and researched prior to its occurrence. Table 5 shows the level of harmful on possible risk.

Table 5: Risk assessment

Risk Factor	Type of Risk	Level of Risk	Mitigation Strategy
Timings	• Serving Food • Bride and Groom entrance	High risk	Caterer not arriving on time Registry not held on time
Contract	• No legal agreement between both parties	High risk	Not Signing the legally combined contract
Staff off sick	• Less staff • More work	High risk	Not able to replace skilled staff
Outfit not delivered on time	• Outfit fittings • Outfit Colour	High Risk	Not able to replace same outfit
Hire Vehicles	• Breakdown • Road Collision	Moderate risk	Having Insurance for replacement

Note: Level of risk is determined in a scale of 1 to 5. 1 and 2 are considered as low-level risk, 3 is considered as moderate level of risk and 4 and 5 are considered as high level of risk.

10. Quad Chart of the Project

Quad Charts are used for a variety of planning and communication purposes. Quad charts help us clarify exactly what our project is all about (U.S. department of veteran's affairs,2021). Using a Quad chart, you can introduce the product and structure ideas into manageable pieces, this will show a summary of a project that is visual, as well as descriptive. Figure 2 presents the Quad Chart of the project.

Purpose • Plan an epic wedding for a young couple age 23 and 21 making their big day memorable and enjoyable for all guests. • Targeted audience: Bride and Groom. • Budget of £40,000 • 500 Guest • Planning duration 6 months	Customers • Bride and Groom • Bride and Groom family • Project management team (employees) • Venue • Government registry department • Caterers • Bride and Groom outfit
Desired result • Have a successful wedding without any issue on the day. • Guest to enjoy wedding. • Couple to experience an epic wedding, making it memorable for years to come. • Keep cost within budget. • Planning all to be completed within timeframe (6 months). • A successful teamwork	Measures of success • Happy guest and couple • Guest and couple enjoying the event. • Positive feedbacks • No problems or complaints on the day of event • Event running smoothly and on time • Good turnover of guest • Cost within couple budget

Figure 2: Quad Chart

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