

Name: Daniella Espiand

Student ID: 1708021

BA in Leadership and Management

Assignment Title: Managing Projects in
the Organisation

Lecturer: Charles Oham

Contents

INTRODUCTION.....	3
Mind Map Togg	4
Objective	5
Opportunity.....	5
Solution	5
Market.....	5
Competition	6
Project Cost / Budget.....	7
Team Management.....	9
Target Market	10
List of Stake Holder	12
Expectations.....	13
Forecast.....	16
Key Assumptions.....	16
Financing	17
Strength	19
Weaknesses	19
Conclusion.....	20

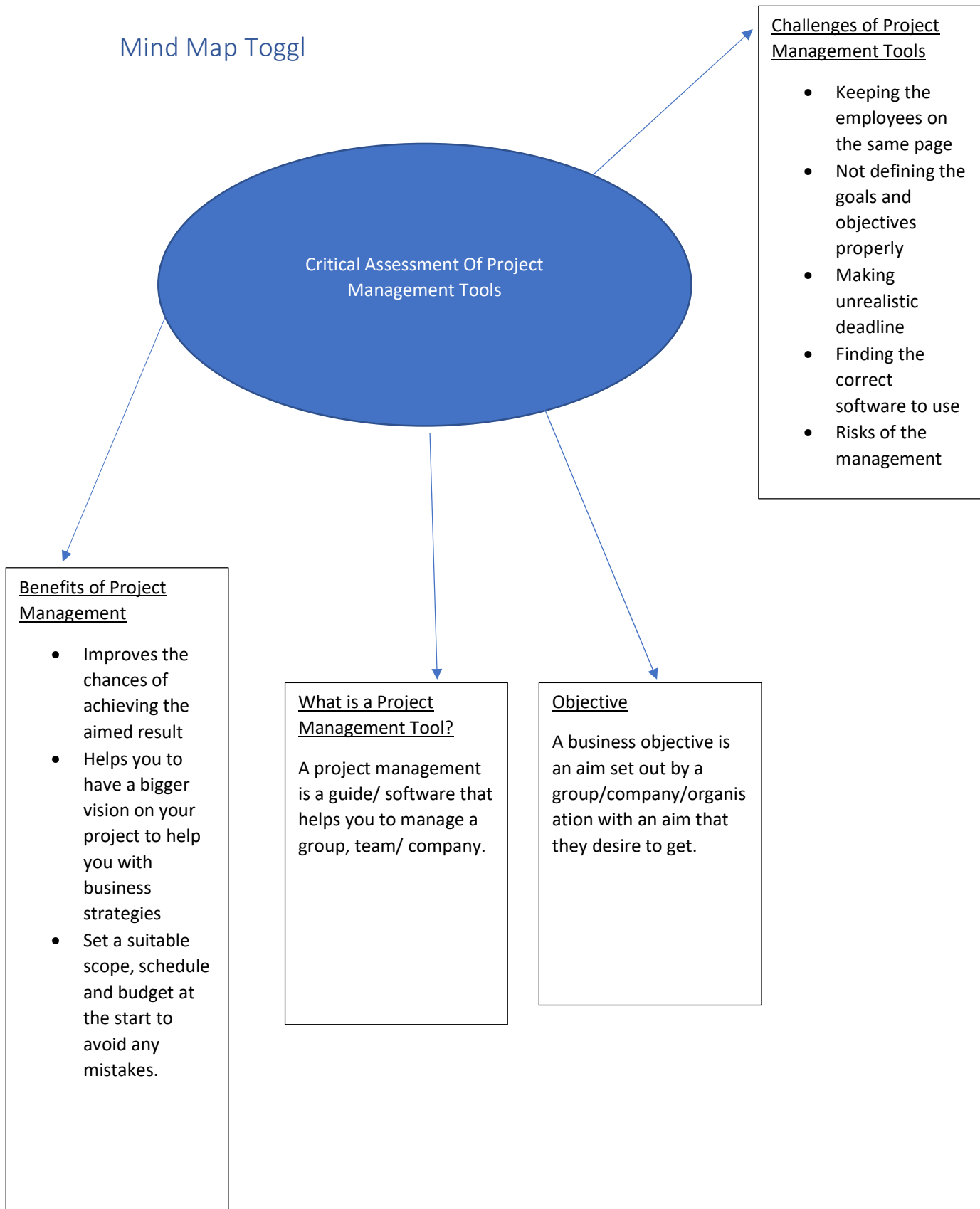
INTRODUCTION

Ironing has always been something that many people don't like to do. It is one of those annoying tasks that very few people enjoy doing but it is a necessity for many people. Washing and ironing laundry correctly requires time and technique. Therefore, this project is very innovative. As a mother of 3 children, I sometimes thought of setting up a service for single people or mothers like me. This service will be carried out by people at home. This project I choose because I think it will suit many mothers who are looking for work while at the same time taking care of their families. In this project I will tell you about all the steps to follow so that my project is an achievable project. It is very important to have a very clear idea of your project to be able to achieve it. I will use all the necessary tools in the creation of the project. The aim of this report is to assess the different uses of project management tools and various techniques while running a project in an organisation.

This project requires few skills that I will be breaking down in this report, all the required steps to make this project a reality. Starting with the basics and the amount of team members which will be needed to help with the operation of the business and the administrative team which will help with all the required paperwork. Additionally, the location in which the ironing project will take place will be explained and how the location has a potential in attracting customers.

According to (Proofhub.com, 2020) "In today's day and age, project management is all about using the right tools and techniques. Having these two things in order can help you manage your projects easily and effectively. It has been found in many surveys that using the right project management tools and techniques can increase your overall performance, productivity, and happiness-levels at work".

Mind Map Toggl



Objective

A business objective within an organisation is the result that the organisation is aiming to achieve within a certain time frame. It usually includes the steps and the resources needed to achieve that business objective. As profit is an essential part of any business bringing in a stable business objective is vital for a healthy growth of the business. According to Hitesh Bhasion 26/2/19 "Profit is an essential part of a business entity as it cannot survive without monetary gains. Set up and handle your operations in such manner that your overhead costs do not exceed your portable estimates". The aim of the project is to provide and efficient service to customer in which we wash, dry and iron clothing in a quick time frame and in reasonable prices.

Opportunity

Problem Ironing is one of those tedious tasks

that very few people enjoy doing, yet it is an imperative necessity for most economically active individuals. Washing and drying one's clothes takes one fifth of the time required to iron the same load. Most people simply do not have the time to iron. Some people use dry cleaners however their pricing are prohibitive from extensive usage, some cleaners offer an ironing service, however this option is more expensive than having one's ironing done by a professional who only does ironing and the professional on the market do offer a reasonable service. Still, a same day return is seen as a premium service, therefore additionally charged for to clients, pick up and drop off is not automatically offered and prices are not so low. Placing an order is not that straight forward, some offer an online booking form which needs filling, some a telephone number with payments taken on the phone and other impractical ties. One also needs to ensure that the company/person doing the ironing is a professional and is reliable.

Solution

The Ironing Club offers a solution tailored to the increasing demand on the market for a quick, reliable and professional service wrapped up with simplicity. A simple way to place an order via our mobile friendly website, a same day return as a standard service, free drop off and collection, low pricing, a professional and reliable service.

Market

Our market is a portion of the economically active population who have a busy lifestyle and live in London. People working in an office or who require that their clothes are ironed. We

will initially target the largest borough of London, Bromley, the ones with the most active population, Richmond Upon Thames and Wandsworth.

Competition

The competition is not very strong, there are just a few companies and individuals offering an ironing service which is not to the same standard that we strongly feel is required to differentiate ourselves

Project Cost / Budget

Iron /Cost per unit 105 / Units required - 9 / Total price: £945

Ironing board / Cost per unit 100 / Units required 9 / Total price £9 00

Garment rail / Cost per unit 48 / Units required 9 / Total price £432

Garment cover roll / Cost per unit 41 / Units required 9 / Total price £369

Hangers / Cost per unit 40 / Units required 9 / Total price £360

Ironing bags / Cost per unit 57 / Units required 9 / Total price £513

Total: 3,519

Project management tools is essential to any business because it gives the essential techniques needed for the business to flourish. (Smallbusiness.chron.com, 2020) "Project management software provides small to large businesses, who undoubtedly juggle a number of tasks with a solution that helps keep them organised. There are a wide variety of project management software packages available, including web-based applications accessible from any location". An example of a management tool that can be handy for the ironing business is using Skype for business while interacting with business representatives and the employees. This is a very useful app because it can be used through the internet and does not require a phone and can be access on any device which is handy in an ironing company which change locations frequently.

Milestone	Due Date	Who's Responsible	Details
Initial Start-Up	December 19,2020	Daniella	Business Loan
Workers Recruitment	December 27,2020	Daniella	Gumtree Advert to recruit operatives
Initiate Website building	December 27,2020	Daniella	
Initiate application build	December 27,2020	Daniella	
Order marketing material	December 28,2020	Daniella	
Recruitment Closure	January 03,2021	Daniella	
Distribute marketing material	January 03,2021	Daniella	
SEO	January 03,2021	Daniella	
Engage with Concierges	January 03,2021	Daniella	Once the website is operational
Website check list	January 03,2021	Daniella	
Purchase Equipment	January 03,2021	Daniella	
Social Media Advert	January 04,2021	Daniella	

Key Metrics

Our business model requires larger quantities as our prices are quite low. A Worker must be able to iron £15 worth of items an hour.

Direct costs

Wages: £8 per hour. 6 hours per day; 5 days a week: $8*6*5*9=$ £2,160 per week

Marketing material

Leaflets: 45,000 = £500 every other month to source 500 new clients.

Social media: £30 per day to source 200 new clients per month

Equipment: £391 per person

Team Management

I am currently the only person in the management team. Over the years and having been able to work in different industries, I have developed very strong skills in business growth, management, customer satisfaction, team leadership and strategic planning. A team of employees should be formed in accordance to the job description and what is required of them and to find employees who work well in a team and have an ambition to keep on learning and are efficient at their work.

Business Growth: My first job was working as a waitress in a Spanish restaurant on Battersea Rise. Within 2 months, I was offered a management position, two years later, I became a partner in the business. My business partner moved back to Spain and I was left running the business. I recruited reliable, hard working and fun people, and as a team, we delivered the best year the restaurant ever had in 15 years and we then increased the revenue even more by 33% the following year. More recently, in my current line of work, my role is to expand new and existing strategic accounts which purely focuses on constant organic growth and I have been the top performer for the last 3 years.

Management: Running the restaurant, I have managed 15 people. During my experience in Finance, I have managed a team of 12 people. I joined Fuel Investments as a Case Manager where I was quickly promoted as the team leader. Setting up targets, forecasting, recruitment, cash flow management, are all activities that I have carried out very successfully.

Customer Satisfaction: In every single role that I have had, my unique approach to customer satisfaction lead the companies I worked for to implement my strategy as standard practice, to gain prolonged custom from our very satisfied customers, to build a stronger image.

Strategic planning: This set of skills enables me to have a clear vision on any given goal. It enables me to source

the best information, analyse trends and customer behaviour, understand the client's requirements and tailor an unmatched solution to their needs.

I have succeeded in all the above in the last 15 years. Nurturing and maturing over the years. I am focus, hard working person, organised, driven and ambitious with a strong work ethic. According to (Elorus Blog, 2020) "Team management is a term referring to a variety of activities which bring a team together to carry them out. This means completing projects or running day-to-day tasks. In any case, the team manager must **delegate activities** to the right people equally, help in **prioritizing them** and discuss any problems that might arise.

So, what does a good example of teamwork and collaboration in the workplace look like in a real-life situation?

Helen is the team leader of the marketing department at a firm which consists of 6 employees that report to her in creating marketing campaigns for their clients.

Target Market

The current annual revenue of the dry cleaning and other activities related to the industry generates 2bn a year with London capturing 85% of the market.

We will initially focus in highly populated and affluent areas where more people are office or business working individuals who would have the need to wear ironed clothes to go to work. Starting with London, we will launch the service in 3 boroughs, Bromley, Richmond Upon Thames and

Bromley

Market size

With a population of 324,900 people, 166,000 people are economically active.

The Office of National Statistics shows the following employment by occupation from Jul 2015-Jun 2016 recordings:

Standard Occupation Classification 2010 Major Group 1-3: 92,000

1. Managers, Directors And Senior Officials 14,900
2. Professional Occupations 41,400
3. Associate Professional & Technical 35,700

Standard Occupation Classification 2010 Major Group 4-5: 26,200

1. Administrative & Secretarial 14,900
2. Skilled Trades Occupations 11,300

Standard Occupation Classification 2010 Major Group 6-7: 16,500

1. Caring, Leisure and Other Service Occupations 10,900
2. Sales and Customer Service Occs 5,600

Standard Occupation Classification 2010 Major Group 8-9: 20,200

1. Process Plant & Machine Operatives 6,800
2. Elementary Occupations 13,500

According to (DMG - Digital Mark Group, 2020) "Choosing a specific audience for your business is a powerful form of focus. Not only does it reach out in very specific ways, but it also eliminates the cost factor involved of overtaking people that have no interest at all.

List of Stake Holder

- Customer – Customers rely on the companies supplies of products and services. Customers are a huge part of a business as they share their opinions and experiences with the customers service department and can make beneficial changes accordingly.
- Employees – Employees are the central stakeholders in terms of there own economically well-being. All employees share a common problem associated with how much and the frequency of there pay by the company
- Suppliers- Suppliers provide the essential/raw materials or the components needed by the company in order to create the product they sell to their customers.
- Neighbours- Neighbours are also a considerable factor as they are present in the everyday life of a business not always noticeable, but they are a huge factor. This is because they might respond negatively to some aspect of your business such as the noise created by the business.
- Government- The governments collects the taxes from the company, as they can benefit from the company's profits. Some of the taxes may be invested back to the community.
- Local Community- The community is the primary factor affected by changes. As they are part of the land were your business is implanted so any changes will be noticeable to them.
- Competitor – Competitors are also stakeholders as they are the rivals in which you need to surpass to be able to succeed in your business they are not a huge factor but a considerable one
- Media – Media is one of the most important stakeholders because media interacts with you on a everyday basis. Media can also influence businesses by providing them with information which may influence decisions.

According to (Proficient Learning, 2020) “Whether internal or external, all of the projects that you manage have stakeholders. One of the main reason's projects fail is because the deliverables were not what the customer wanted, or they did not meet the customer's needs. To ensure project success, it helps that you know all the key stakeholders on your project, how they prefer to communicate, what their needs are, and what the acceptable end results are.

Expectations

In the first year, we aim to generate 378,000. We estimate a 30% growth the following years each year for the next 5 years. The business will be immediately profitable. There are two high costs, salaries and equipment's. For the company to be profitable immediately, we need to launch our services on 2-3 territories with at least 9 operatives. Our current funding limits this ability, with the possibility to only start with 3 operatives. We would need some additional funding of about 9000 from the bank. According (Employees, 2020) "Setting expectations for your employees is an essential responsibility that many businesses owners gloss over. Clear employee expectations benefit not only your staff, but your business as a whole"

Competition

Current Alternatives

There are a few businesses offering a similar service. Looking at each borough targeted, here are the current alternatives:

Bromley

Bored of Chores: Established in 2011, the company offers pick up and drop off for a fee of 3.50 covering a 5 miles radius in Bromley. Their charges vary from 0.50 for a handkerchief to 3.60 for a valance. Bored of Chores have a Website which enables people to place orders online. The website is not mobile friendly. They are currently not taking any new customers due to a lack of capacity. Their model of operation differs from The Ironing Club as the model expand according to the demand, having local people doing the work at their home. The Ironing Club charges are also lower than Bored of Chores on most popular items such as shirts. There are no pickup and drop off charges.

Pressed for time: Offers a cleaning service combined with ironing. Their services are carried out at the shop location and they instruct their clients to drop off their own laundry. Pressed for time charge a pickup and drop off fee of 5 from an area within 3 miles radius.

Cheap Ironing Services: The company was created in 2010 and now covers a large territory in South East London. They offer a pick up and drop off service with a minimum charge of 15 pounds. Their prices vary from 0.25 to 2.60 for a Super King size duvet. Booking is made online; the website is not mobile friendly.

THE IRONING CLUB

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Richmond Upon Thames

The Press Gang: The Press Gang is a Dry Cleaners offering Ironing services too. They have a pickup and drop off service which costs 10 for the same day return and decreases to 3.50 for 5 days. Their prices start at 1.20 for a shirt to 3.50 for a Super King size duvet.

Wandsworth

Battersea Ironing services: All bookings are made over the phone. Standard service includes free pick up and drop off 48 hrs later. No company details.

Our Advantages

The main advantages of our services are the quick turnaround time, the very competitive pricing and the free collection and drop off.

Quick turnaround time: A quicker turnaround time is seen as a premium service and clients are always charged an additional fee to have this service. Offering this service as standard will differentiate us from our competition. We can achieve this as all pickups will be confirmed and allocated the day before to each local worker. Pick up will then be carried out by the person who is covering the territory within a specific time slot - from 6:30am until 8:30am. Once the ironing is completed, delivery start from 6pm until 7:30pm. New hires would join the team, once the demand increases.

Competitive prices: Shirts are the most popular item which require ironing. Charging £1 per shirt will be very attractive to our clients. Other items, such as bed sheets have similar charges with our competition.

Free collection and drop off: Again, as a standard service, this would be greatly appreciated by clients and easily achievable with our business model

Forecast

Key Assumptions

We have looked at the total population in the boroughs that we have selected to start with, analysed their density, their economically status and spending behaviour to draw our initial assumptions. We have then proceeded with testing the market to establish the true demand during the month of November.

With one Worker, following the distribution of 2500 leaflets and at Beckenham Station and Bromley south, we received 302 calls from people wanting to use our services. The Worker was working at full capacity within 8 days of the first leaflets distribution. That is 5 orders at a minimum of 15 pounds, working 6 hours a day - 5 hours ironing; 1 hour pick up and drop off slot - generating 75 pounds a day.

Starting with 3 Workers on each territory - covering a 3 miles radius from their home - charging a minimum of 15 per order, working a minimum of 5 hours a day, the company will generate 675 pounds per day - $(9 \times 15 \times 5)$.

We will then expand on our territory on the second trimester, providing our services to 3 more territories with again 3 Workers working on each territory.

Depending on the demand per territory, we will recruit more Workers to cover the same territory or expand our services on other boroughs.

We aim to be working with 36 Workers by the end of the year. According to 14/04/16 "A forecast can play a major role in driving company success or failure. At the base level, an accurate forecast keeps prices low by optimizing a business operation - cash flow, production, staff, and financial management. It helps reduce uncertainty and anticipate change in the market as well as improves internal communication, as well as communication between a business and their customers. It also helps increase knowledge of the market for businesses. Moreover, a promising forecast is compelling to investors who might be interested in putting money into a business".

.

Financing

Use of Funds

Our initial start-up fund is to launch the business:

Website: £3,000

Application: £1,000

Equipment: £391 / 3,519 for 9

Marketing: £1,000 - 45,000 leaflets at 525 pounds plus Facebook advertisement at 475 pounds for one month

Recruitment: £100 for all 9 Workers

Sources of Funds

We are looking at getting some additional funds from the bank. So far we have invested £1,300 - Initial equipment for 1 Worker- £391; leaflets - £300; Distribution - £75; Company formation - £50 ; Mobile phone - £100; Computer - £480.

This funding is from my personal finances.

In order to launch the company with a stronger impact, we need an additional £10,000 which we would apply for as a loan.

Net Cash Flow from Operations

Net Profit	£111,004	£144,486	£188,013
Depreciation and Amortization			
Change in Accounts Receivable	£0	£0	£0
Change in Inventory			
Change in Accounts Payable	£0	£0	£0
Change in Income Tax Payable	£0	£0	£0
Change in Sales Tax Payable	£0	£0	£0
Change in Prepaid Revenue			

Net Cash Flow from Operations	£111,004	£144,486	£188,013
--------------------------------------	-----------------	-----------------	-----------------

Investing & Financing

Assets Purchased or Sold
Investments Received
Change in Long-Term Debt
Change in Short-Term Debt
Dividends & Distributions

Net Cash Flow from Investing & Financing

Cash at Beginning of Period	£0	£111,004	£255,490
Net Change in Cash	£111,004	£144,486	£188,013
Cash at End of Period	£111,004	£255,490	£443,503

Strength

Today's busy city lifestyle gives very little extra time to people. Ironing in one's life can take up to 3 hours a week for a single person and with the pace of life, the majority of people would prefer to do something else. Dry Cleaners are an option; however, their fees are prohibitive from long term usage and their services are mainly required for special occasions. One must also find a local dry cleaner, drop off and pick up the items requiring pressing, paying additional charges for a 24h return. The process of washing and drying one's clothes takes one fifth of the time required to iron the same load. The service most sought by people is a simple ironing solution. According to (Bplans Blog, 2020) "Strengths and weaknesses are internal to the company (think: reputation, patents, location). You can change them over time but not without some work. Opportunities and threats are external (think: suppliers, competitors, prices)—they are out there in the market, happening whether you like it or not. You can't change them."

Weaknesses

There are lots of competitors coming onto the market, so this can be a considerable factor that may affect your business widely. According to (Smallbusiness.chron.com, 2020) "A company weakness is any resource or process that your business lacks, but needs to succeed. Weaknesses limit your company's ability to reach its full potential. Companies often analyze their weaknesses as part of a strategic planning process known as SWOT which stands for Strengths, Weaknesses, Opportunities and Threats".

Conclusion

In conclusion I believe that the ironing business will be beneficial for lots of families on the go who don't necessarily have time to iron their clothes because of works or other occupations that may well be taking up their time. So, this ironing company will be very beneficial to families and friends and be time effective for time. Like I outlined before the business is highly profitable with a high demand which is essential in are rapidly growing society.

References

- Hitesh Bhasion 26/2/19
- Proofhub.com. (2020). [online] Available at: <https://www.proofhub.com/articles/project-management-tools-and-techniques> [Accessed 7 Jan. 2020].
- Smallbusiness.chron.com. (2020). *Benefits of Using Project Management Software*. [online] Available at: <https://smallbusiness.chron.com/benefits-using-project-management-software-2196.html> [Accessed 7 Jan. 2020]
- . Elorus Blog. (2020). *Team Management definition: The importance of teamwork and collaboration in the workplace - Elorus Blog*. [online] Available at: <https://www.elorus.com/blog/team-management-definition-the-importance-of-teamwork-and-collaboration-in-the-workplace/> [Accessed 7 Jan. 2020].
- DMG - Digital Mark Group. (2020). *Four Types Of Target Marketing And The Benefits of Each*. [online] Available at: <https://digitalmarkgroup.com/four-types-target-marketing-benefits/> [Accessed 7 Jan. 2020].
- Proficient Learning. (2020). *4 Ways Stakeholders are Important to a Project | Proficient Learning*. [online] Available at: <https://proficientlearning.com/4-ways-stakeholders-are-important-to-a-project/> [Accessed 7 Jan. 2020].
- Employees, S. (2020). *How to Set Clear Employee Expectations*. [online] Business News Daily. Available at: <https://www.businessnewsdaily.com/9451-clear-employee-expectations.html> [Accessed 7 Jan. 2020].
- Bplans Blog. (2020). *How to Do a Swot Analysis for Better Strategic Planning*. [online] Available at: <https://articles.bplans.com/how-to-perform-swot-analysis/> [Accessed 7 Jan. 2020].
- Smallbusiness.chron.com. (2020). *Examples of Company Weaknesses*. [online] Available at: <https://smallbusiness.chron.com/examples-company-weaknesses-69993.html> [Accessed 7 Jan. 2020].