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MANAGING PROJECTS IN THE ORGANISATION

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Executive Summary

This project planning is about a fashion business plan, a creation of a new fashionista clothing line for the purpose of winning the chance to be put out for the new coming market and if possible create an empire, this will also elaborate the step-by-step project planning scope such as the products, selling proposition, how to operate & procedures, the vision and strategy of the company, target market group, standing out from the competition, evaluating the risk analysis, SWOT analysis, determining the location and who to work with such as business partners, marketing plans, starting the communication plan between partners and stakeholders, having a price strategy, SWOT analysis and financial plans, and all the milestones around the project. My end vision and mission is to have my own clothing line in high street stores.

Introduction: Description of the project

Jen & Lyn Fashion is a new clothing line that is looking to compete in the online marketplace with big high street stores such in the United Kingdom and globally. Being a fashion designer requires a lot of passion, ambition, determination and most of all skills and hard work, as we know fashion is not just only dealing with clothes. Fashion also requires a lot of inspiration, creativity, imagination, practice and qualification, in addition to being driven by an immense determination, and have some years of experience.

The objective of this project is to create a detailed business and investment plan and implement it. The products will be sold predominantly using an e-commerce site.

Products and Services:

Jen and Lyn fashion aims to produce and sell unique designs that other competitors do not have to offer at a competitive price. The company will create an actual modern style that uses African fabric mix with lace fabric. The products has to be of top quality, with good finishing using a variety of accessories using the same fabric. During the initial stage of production, the focus will be on producing goods for women and children with men's clothing following afterwards.

Section 1: Tools & Techniques for JenLyn Fashion Business:

Organisation Breakdown Structures

According to best-selling author Bernard Marr (2018), having a good range of tools and techniques for your company is beneficial. For example performance appraisal, which is praising employees and giving them constructive feedback is useful in terms of knowing what works and does not work for the company and management by objectives, this defines specific objectives and then the individual tries to achieve each individual objective to reach goals. My management by objectives can be shown below:

- Will be first choosing a business name which is unique and has never been used before. The name has to be very eye-catching and easy to remember.

- Register your business to a domain knowing that it takes 2-3 weeks, by using this website called GoDaddy and it will cost 10 pounds a week.

- Create an email for your business by having one personal email and one business email, where you can be contacted by any stakeholder customers, suppliers and staff etc...
- Follow procedures to get a tax number registered for your business and seller permits.
- Decide what type of business you want to be such as a sole trader.
- Investigate the shipping surprise costs.
- Know where you are going to get your investments from.
- Decide where your business will be by choosing the location and knowing its costs.
- Investigate the market to know which location will be more affordable.
- Decide which company you are going to use for creating your shipping package.
- Use e-commerce for the calculations of shipping and discount codes or gift cards.
- Open a business account for Jenlyn Fashion.
- Knowing where to have and go for your wholesale products, and before purchasing any wholesale products you need to show 2 proof of invoice and official proof of your tax ID.
- Purchase all equipment necessary for your business, such as sewing machines, overlocker, furniture, mirror, scissors, computer, telephone & business line telephone, ironing board, iron, tailor's chalk, tape measurement, dress making model and a mannequin.

Section 2

Aims, objectives and Marketing Strategies for Jen and Lyn Fashion

According to Bradley (2018) strategic planning is essential in terms of recording and analysing any inflation or deflation costs or in trying to work out a solution in a “what-if” situation allowing you to know what to do in an expected and unexpected situation.

Lyn & Jen Fashion's primary objectives and ambitions is to be the market leader in the supply of African prints to the European and western fashion industry and to develop products that suits the European and western tastes and meets their fashion requirements. This will require that as a business we create a unique design that will give us a competitive advantage over our competitors and to appeal to the European and Western consumers.

To reach this goal, we plan to host several fashion shows around the UK and North America predominantly in major cities, fashion colleges, local community events, and so on where we will expose some of our best styles to potential customers. This will help us not only as a marketing tool but to get some feedback to assess whether our products will appeal to mainstream European and western customers or not. Due to the recent increase in using electronic commerce site as a marketing tool, we will develop an up to standard website where customers can buy only our unique African inspired materials. We may also supply our dresses to some clothing shops to be displayed on the shelves of their stores.

Roles and Responsibilities for the project Team of Jen and Lyn Fashion

Roles and responsibilities are very important within the workplace as they set a hierarchy which enables the whole workplace to know what to do, employees work better as they understand their roles, less energy is wasted as there isn't a lack of clarity and in the end everything gets done according to Blazek (2016).

I will be the key individual managing several key units of the project including marketing, production, and finance during its initial stages. As the business develops, I may decide to recruit other individuals with the relevant skills and experience to manage the different functions within the organisation. I will hire consultants to provide relevant advice and also study and advice on the relevant skills required in the different functional areas as the business is being developed. In the process of developing the business, team leaders with basic skills in marketing, administration, production, etc will be hired and they will be tasked to assist in the production of training materials and other administrative documents but the overall responsibilities for those different functions will be managed initially by me who will also double as the chief executive.

Tasks involved in the Implementation of the project

The first task will be to design a good marketing, production and management plan for the entire business. This will be followed by the development of samples to be tested in the market. After this, we shall organise different marketing programs primarily to get the feel of customers for our products. These programs will be managed with the executives of different consultants that we will hire to critique and advise on how to improve on the quality of our products and help us improve our brand image. We shall also identify and analyse the various issues that need to be amended in terms of the quality and design of our products. This will be

followed by an identification of a suitable site for the factory. We envisage setting up the factory at Cheshire because of its history in textile manufacturing in the UK and cost implications because labour there is cheaper when compared to other textile production areas of the UK. We shall also consider setting up our factories as the business expands in Scotland but if we can't get a suitable site in Cheshire, we may consider Scotland for our initial factories. Once the production site has been identified, construction work has been completed, we shall proceed with the installation of the machines. After the machines have been installed, we shall proceed with a pilot project to produce the first items that will be sent to the market.

Project Schedule

JenLyn Project Schedule	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Choose a business name							
Register business to a domain							
Create an email for your business							
Register to get a tax number							
Gather information about shipping surprise costs.							
Understand							

where investments will come from.							
Decision on business location and its costs.							
Knowing which location within the market is affordable							
Decision on which company to use for shipping package							
Use e-commerce for financial aspects for business.							
Open business account.							
Buying wholesale products and having proof of personal identity to do so.							
Purchase necessary equipment.							

Project Schedule will be estimated in over 12 months. This will involve creating a comprehensive project timeline with regular reviews.

According to Aston (2017) project management is very significant within a company's workforce as 'without good project management is a false economy'. Project Management ensures strategic alignment, leadership, a clear focus on objectives, quality control, realistic project planning, orderly process, risk management, a continuous oversight, a subject matter expertise, managing and learning from success and failure.

Resources required for Jen and Lyn Fashion Business

The project will need to recruit the right people, materials and equipments. In terms of people, we shall need to recruit team leaders who will be responsible for managing the design and marketing team, production team and the final team will be responsible for the purchase and maintenance of the production machines. In terms of size, the biggest team will be the production team. We expect to source the machines from a company in Germany and have already received quotes for the price. We plan to recruit a consultant who will be responsible for the organisation of work administration including record keeping.

According to Human Resources Degrees (n.d.), human resources are as important as the physical resources such as stock because it helps with budget control, employee satisfaction, training and development, conflict resolution and performance improvement.

Jen and Lyn's Fashion Stakeholder Analysis and Communication plan

<u>Stakeholders</u>	<u>Document Name</u>	<u>Document Format</u>	<u>Contact Person</u>	<u>Expected Due Date</u>
E-Commerce site Team members	Weekly status report	Hard copy, intranet and meeting	Manager of ECommerce site	First day of the week
Training and HR Team	Monthly status report	Email and hardcopy	HR manager	Last working day of the month
Suppliers of Raw Materials	Monthly status and requirements reports	Email, hard copy and online meetings	Different Managers	Last working day of the month and as required
Machine maintenance team	Monthly status report	Hard copy	Maintenance manager	Last working day of the month
Government Taxation authorities	Annual and other required reports	Hard copy and online	Accountant	As required
Employees Union Representatives	Required reports.	Hard copy and email.	Union Representative	As required

A documented project communication management plan will be prepared and distributed to all managers in the relevant departments. Most of the information will be included in the work contracts and other communications with the different stakeholders as required. The plan details who will produce and receive different communication documents, the frequency of production and the relevant format in which they will be presented. As an example, the e-commerce team members through their leader will be provided with a weekly status report. This report will be in a hard copy but a copy will also be shared on the intranet system and can be

assessed by certain team members. A hard copy will be taken and discussed in the team meetings where relevant issues will be discussed.

The training and HR team will produce a monthly status report and this will be emailed to the relevant head of that department. A hard copy will also be given to them for them to keep for their records and the requirements for the ensuing month will be produced at the last working day of each month. Those supplying the company with the relevant raw materials will always be provided with a monthly status and requirement reports. These reports will clarify what is required, the quantity of materials that were deemed to be of low quality during the past months supplies, and so on.

Details of the report will be shared via email, a hard copy but also it will be discussed at online meetings with the supplies in the respective countries. The report will be produced as required but a reconciliation report must always be produced at the end of the month. The government through the tax authorities will have all documents submitted to them through the company's secretary and its accountants as required and also relevant meetings will be conducted with the trade unions to discuss labour related matters as required and status reports will also be shared in these meetings.

According to Thompson (n.d.), a stakeholder analysis is one of the most important processes that successful people use to be able to win support from others. And so, it is important to carefully analyse our stakeholders in order for your business to achieve greatly.

According to Shelley Frost, communication plays an integral role as it fulfills expectations for example group work assignment deadlines, it ensures consistency, productivity and enables successful outcomes.

Project Cost Estimates for Jen and Lyn's Fashion Business

<u>Item Description</u>	<u>Estimated Cost</u>	<u>Expected Completion time</u>
Development of Business plan	5000 pounds	March 2018
Development of ECommerce platform	1 million pounds	April 2018
Renovation of the factory	100,000 pounds	April 2018
Machines	2 million pounds	June 2018
Installation cost of machines	150,000 pounds	July 2018
Training cost of employees	200,000 pounds	Ongoing year 1
Inspection and testing of Machines by external consultants	2,000 pounds	August 2018
Launch of shop opening	5,000 Pounds	September 2018
Marketing and Administration Year 1	20,000 Pounds	Ongoing Year 1

This is a sample cost estimates for the project. As in the above, the biggest cost estimate is with the purchase of the machines which is estimated to cost over 2 million pounds. After this, the second most expensive cost is the e commerce platform. This is purely because the site has to be simple, beautiful, attractive and easily accessible to the client. We have therefore hired an additional team of consultants to cross check to ensure that the client who is going the work is meeting our requirements. Other relatively substantial costs are the cost of marketing and administration, training and finally the installation of machines. There are other limited costs associated with the inspection of the machines and the launching of the first shop.

Project Milestones for Jen and Lyn's Fashion Business

<u>Item</u>	<u>Expected time to be completed</u>
Development of Business Plan	31 March 2018
Development of E-Commerce platform	30 April 2018
Renovation of Factory	30 April 2018
Machines	30 June 2018
Installation cost of machines	31 July 2018
Training cost of employees	Ongoing year 1 until 31 December 2018
Inspection and testing of Machines by external consultants	31 August 2018
Launch of shop opening	30 September 2018

This document shows significant activities for the projects that are important and that are going to be celebrated as the project progresses. It starts from the development of the business plan to the launching of the shop. Each and every event is going to be monitored and once completed, the relevant stakeholders will be informed.

According to Goulden (2017) milestone planning is a really important aspect of project planning because project milestones are believed to be the most visible indicators of project progress.

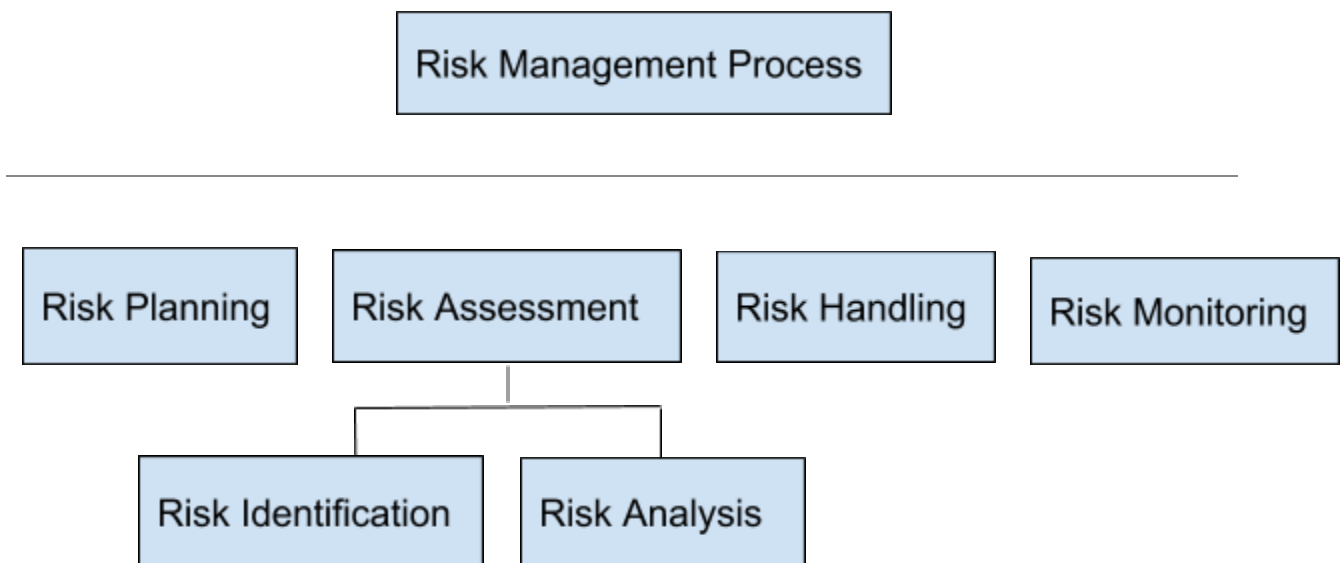
Section 3

Strengths and Weaknesses

- There are many strengths with managing and creating a business. Maintaining healthy work relationships, gaining new clients everyday, increasing financially, and becoming more and more successful and well-known as a hair and beauty company.
- Alternatively where there are ups there are also downs. The weaknesses of having a business are dealing with difficult clients, losing employees, not having enough stakeholders to support your business and having a decrease in customer which means a decrease in financial rewards.

Risk Identification, Analysis and Management Plan

There will be a number of risks along the way of creating a successful business, and in order for that to not be an obstacle, risk management procedures will have to be made and also followed so that the business can keep running smoothly. The way the management procedures will be run will be by identifying the risk for e.g. not having a strong security for protecting your online business and then after having the team brainstorm many ideas and ways of preventing the risk from happening again.



Within the risk management process, includes risk planning; which is when the team plan out all the possible risks that could happen, risk assessment; is officially analysing all the risks and within risk assessment is risk identification; knowing what the risk is and risk analysis; trying to understand each risk. Risk handling; is finding out how to tackle the problems of risks and risk monitoring; keeping an eye on any new potential risks.

According to Bugajenko risk identification is a process of identifying and recording project risks that could be potential and affect the execution of delivery.

Self Development Plan

<u>What is needed to learn?</u>	<u>How will I get there?</u>	<u>What sort of help do I need?</u>	<u>What will my success criteria be?</u>	<u>When will it be done?</u>
How to become a better fashion designer	- Always listen to the ideas of my fashion team, so I can be able to recreate the fashion designs successfully. - Have the previous experience of creating clothing items.. -Understand what clients request with styles..	- Going into the London College of Fashion to have a degree and improve my skills. -Find a suitable partner who shares the same vision as I do.	- Excellent communication skills. - Have a lot of creativity. - Constantly learning how to make new designs. - Work out a future location. - Always have to be creativity all the time and keep up with the new market trends.	- Being a fashion designer, you constantly need to be on time, so time-keeping is essential and so there will be no due date as fashion carries on.
How to potentially become successful in a fashion enterprise	- Standing out from other competitors. - Being extra creative. - Host local fashion shows.	- Gaining advice and tips from current big fashion designers. - Exploring many fashion designers work.	- Be acknowledge between all the well-known fashion design designers. - Have my brand be advertised all over social media.	- This will be a constant goal to achieve and so no there is no deadline in trying to join one.
How to manage a bigger and world-wide leading business in the future	- Being in constant communication and always being updated with stakeholders,	- Gaining new ideas from other successful designers and using their ideas.	- Being globally known.	- When I will be globally known. :) Hopefully soon.

Conclusion

All in all, in this assignment I have talked about how managing your projects within your business is an important factor to leading your business to success. I had made graph tables about project cost estimation, communication plans, stakeholder analysis, project milestones and schedules. Making separate graph tables to clearly evaluate each individual aspect of my business allows me to view my business clearly as a whole. Knowing how to analyse properly has also allowed me to know how to lead my business to success whether it's being recognised by top fashion designers or gaining online customers that keep coming back for more.

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