

Enes Mustafov WBS Plan

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Assignment 1 (WBS Plan)

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Introduction:

This document details the process of creating a WBS for a project modelled after the successful British retailer Tesco. The introduction of a client base program at Tesco has been selected as the project to be evaluated. The objective of a loyalty program is to increase client retention through a combination of monetary and non-monetary incentives. Tesco is widely recognized as one of the UK's most successful stores due to its wide selection and focus on its customers. Tesco understands the importance of fostering customer loyalty and involvement in the face of rising retail sector rivalry. Improved retention of clients improved overall value of clients, and valuable consumer data for personalized advertising tactics are just a few of the potential outcomes of launching a loyalty programme. Tesco's decision to pursue the loyalty program project is influenced by a number of factors (Anderson, 2012). To begin, loyalty programs are widely used in the retail sector since they help businesses keep clients and stay ahead of the competition. Tesco hopes to use this method to fortify its bonds with customers and propel its expansion. Tesco's loyalty program is consistent with their customer-first philosophy because it shows they value and reward their most devoted consumers. Tesco can increase consumer happiness and brand loyalty through the use of promotions, special discounts, and personalized offerings. Tesco can learn more about its customers through its loyalty program and utilize that information to better serve them through future advertising and suggestions for goods. Tesco may benefit from this data-driven strategy by learning more about its customers in order to tailor its services to their needs and increase brand loyalty.

1. Aim of the Project

By rewarding customers for their continued business, the loyalty program hopes to increase retention rates. Tesco wants its customers to feel more loyal to the business by providing them with exclusive deals, tailored promotions, and useful prizes. The purpose of the loyalty program is to make the purchasing experience more interesting and rewarding for the customer. Tesco's goal with this program is to learn more about its customers so that it may better cater to their needs with tailored specials, suggestions, and visits to the store. The purpose of the loyalty program is to strengthen the bond of loyalty and affection between Tesco and its consumers (Tesco and Johnson, 2015). Tesco's goal is to build an audience base that proactively selects Tesco as their favorite store and promotes the company by offering significant advantages, personalized offers, and unique advantages. The purpose of the loyalty program is to collect useful information about customers, such as their socioeconomic status, purchasing choices, and purchase histories. Tesco will be able to use this information to better understand its customers, spot patterns, and make educated judgements about its product offerings, marketing approaches, and consumer subsets.

Tesco plans to introduce a loyalty program with the goal of becoming the retail industry leadership in client devotion and involvement. Tesco plans to use innovative technology as well as data analytics to provide customers with highly customized and enjoyable interactions that go further than what they've come to expect from loyalty programmers' overarching goals of the initiative include innovation, focus on the consumer, strategic alliances, and steady progress. Tesco plans to update its loyalty program with advanced functions and tools in order to keep up with the needs of consumers. Tesco's customers' opinions, wants, and requirements will be prioritized as part of this initiative. Tesco will track the success of the program and tweak it in response to customer comments and market shifts.

2. Purpose of the Work Breakdown Model (WBS)

In order to make the project's deliverables easier to manage, a structure that divides them into reduced more discrete chunks of work is created using the Work Breakdown Structure (WBS). The project scope is reflected in its breakdown of the different operations, assignments, and outputs that make up the overall aim.

WBS is so crucial because it can:

Helps to Understand:

The Work Breakdown Structure (WBS) aids in communicating the project's scope, goals, and associated tasks to participants, participants in the project, and those who need to be aware of them. It simplifies the structure of large projects by breaking them down into lessened, more digestible chunks.

Helps with Time-Management and Agenda-Setting:

The WBS is the backbone upon which project schedules and plans are built. The project can be broken down into manageable chunks called "work packages," and then the assets, time, and prices associated with each of them can be more precisely estimated.

Helps in Keeping Tabs on the Project:

The WBS serves as a foundation upon which the project's status can be tracked and managed. The WBS breaks down the project into manageable chunks called "work packages," which can be allocated to individual teammates or divisions for easy tracking of progress (Brown and Wilson, 2018). Project managers can catch any hiccups in the process early and make necessary adjustments by keeping tabs on things at the work item level.

Facilitates Allocation of Means:

The WBS is useful for determining how much time and money should be spent on each task. Supervisors can better allocate time, money, and other resources for a project's completion when they have a thorough grasp of what goes into each work package.

Form of WBS Selected and Its Justification:

The deliverable-oriented WBS is the best fit for the Tesco loyalty program execution project. The outputs or results of the undertaking are used to categorize the task packages in this WBS. By breaking down each item to be delivered into its constituent parts, both the general framework of the task at hand and the specific tasks involved may be more easily grasped. The mission and goals of the project for the execution of the loyalty program are well-suited to the deliverable-focused WBS. The project's key outputs involve the building of a loyalty program framework, the introduction of customized consumer experiences, the formation of statistical capacities, and the

introduction of strategic marketing initiatives. Tesco can more readily determine and keep track of all the moving parts and actions that will bring about the desired results because to the WBS's focus on the project's deliverables. The ability to effectively plan, estimate, and monitor performance guarantees that all that needs to be done will get done.

3. The components of the WBS

3.1 Project Initiation

Analyzing Feasibility

In order to determine whether or not the loyalty program deployment program is feasible, this deliverable entails completing a feasibility analysis (Deloitte,2018). Technological feasibility, evaluation of markets, and economic feasibility are all parts of this process.

Goals and Measures of Success

In this phase of the project, everyone decides what they want to accomplish and how they'll know they've succeeded with the loyalty program. The achievement of the program can be gauged by identifying the intended results, goal measurements, and key performance indicators (KPIs).

Management of Stakeholders and Project Administration

Developing project governance frameworks and maintaining efficient administration of stakeholders are the primary priorities of this work bundle. Finding important parties involved, creating lines between parties, and specifying obligations and responsibilities are all part of this process.

3.2 Analysis and Collection of Information

Evaluation of Customer Data

Data from customers is gathered and analyzed at this phase of the project so that insights into their tastes, habits, and characteristics can be gained. This data is essential for developing specific user interactions and advertising strategies.

Definition of Loyalty Program Elements and Benefits

In this phase of the project, one will collect specifications and outline the scheme's functionality and incentives system. Details like award categories, how to redeem them, membership levels, and bonus offers must be specified.

Compatibility with Preexisting Infrastructure

Integration with preexisting structures, including database of clients, POS systems, and information analysis channels, is the primary goal of this work bundle (Johnson, 2014). It guarantees faultless integration and the smooth transfer of data between programs.

3.3 Creation and Improvement

Building a Retention Program's Foundation

Building the foundation and architecture for the loyalty program is the focus of this deliverable. Archives and backend applications must be created, and the loyalty initiative's criteria and rationale must be defined.

Development of a Mobile App or a Loyalty Card System

This deliverable encompasses the planning and execution of the loyalty initiative's mobile app or loyalty card technology. Connecting with existing infrastructures and providing a smooth experience for end users are all part of this process.

Joining Forces with Retail POS Terminals

The goal of this deliverable is to make it simple for customers to sign up for, earn points towards, and redeem rewards from the loyalty program at the point of sale (POS).

3.4 Verification and Quality Control

Full System Testing

The entire testing process is performed in these project packages to guarantee the correct operation of the loyalty program. Problems can be found and fixed by testing various use cases, confirming the flow of information, and confirming the integration of systems.

Adherence to Data Safety and Privacy Standards

In this phase of development, we evaluate the program for loyalty extensively to make sure it abides by all applicable security and privacy ordinances. Auditing, vulnerability assessments, and enacting fresh safety precautions are all part of this process.

Testing and collecting user feedback

To make certain the program of rewards is what its intended users want, this deliverable focuses on UAT to collect input from those users. Consumers are brought into the testing process and the input they provide is used to determine adjustments.

3.5 Release and Dissemination

Strategies for Advertising and Public Relations

Promotional marketing and consumer communication plans for the loyalty program are created at this phase of the project (Brown and Wilson, 2018). Marketing is the process of generating and implementing strategies to acquire and retain clients.

Instruction of Program Characteristics and Advantages to Personnel

As part of this deliverable, staff will be educated about the initiative's many perks and how it works. The result is personnel that is well-versed in the program and able to assist consumers with precision.

Introducing the Customer Loyalty Program

In this deliverable, the wheels in motion for the introduction of the loyalty program will be set. To guarantee a smooth launch, they will need to coordinate efforts, launch marketing campaigns, and get customers involved early on.

3.6 Control and Assessment

Key performance indicators

In this deliverable, we outline the metrics we'll use to assess the loyalty program's performance. Measures of success can include things like new business wins, customer retention, and increased income.

Measuring Customer Involvement and Happiness

During the program's existence, this task set will be responsible for tracking consumer engagement and happiness. In order to better understand and answer customers' needs, this process involves gathering feedback, performing inquiries, and analyzing their behavior.

Analyzing Program Data to Improve Its Success

In this deliverable, data analysis methods are used to measure the loyalty scheme's success. The process of measuring the effectiveness of a loyalty program by analyzing client information, data from transactions, and course KPIs.

4. Project Success: Resolving Relevant Challenges

Scope Defined Purposefully

The success of a project depends on a precise determination of its scope. It requires pinpointing the project's limits, goals, and outputs. The scope of the loyalty program would define its essential components and describe who it is designed to serve (Tesco PLC.,2020). ⁹ In order to keep the project on track and within budget, it is important to have a clearly defined scope that everyone involved understands.

Allocating Resources

A successful project requires a sufficient amount of time, money, and resources, all of which must be allocated properly. That means putting together the right group of people, setting aside enough money, and stocking up on the right equipment. Tasks including creation, evaluation, advertising, and customer service would all receive funding in the context of the loyalty program. Allocating resources wisely guarantees that the undertaking has enough backing to accomplish its goals within the available time and budget.

Dependence on Other Tasks

For an endeavor to be successful, it is essential that task interdependence be identified and managed. Work flows smoothly and efficiently thanks to task dependencies, which establish the necessary sequence of actions. Things like requirements collecting, planning, creating, and testing must be done before rolling out the loyalty program, for instance. The ability to identify and assess job dependencies is crucial for proper task sequencing, schedule optimization, and the avoidance of setbacks and obstacles.

Managing Uncertainty

Effective risk management is essential for protecting projects from adverse events and unforeseen circumstances. It entails finding hazards, evaluating their potential consequences, and producing plans to deal with them (Anderson, 2012). Technical difficulties, data breaches, and low client adoption are all potential threats to the loyalty program. The project group can lessen the chance of any adverse effects on the project's achievement by effectively recognizing and handling risks through the use of mitigation strategies and emergency preparations.

Stakeholder Relations and Information Sharing

The success of a project depends heavily on good management and interaction of stakeholders. It requires setting up reliable channels of communication, involving relevant parties at the right times, and keeping everyone's expectations realistic. Internal teams, executives, buyers, and outside collaborators are all considered stakeholders in a loyalty program. Maintaining alignment, securing authorizations, and encouraging collaboration and support from stakeholders across the lifespan of a project all benefit from regular interaction, status reports, and participation from all parties involved.

The team's prospects of success will improve if they take care of these particular problems. A well-defined scope helps keep a project on track and coordinate with its goals. Allocating resources effectively helps conduct projects. Task dependencies are useful for organizing and prioritizing work. Effective risk management lessens the results of potential dangers. Cooperation and encouragement can flourish when people are able to communicate and manage their interests. Solving these problems is crucial to the project's success and the realization of its goals and objectives.

Conclusion

In the final analysis, the achievement of a project is heavily dependent on the quality of the project organization that went into creating the ⁶ Work Breakdown Structure (WBS). The Work Breakdown Structure (WBS) is a hierarchical arrangement of the items to be delivered, assignments, and operations that comprise the project. This helps to ensure that all relevant pieces have been determined and organized in a way that is both reasonable and accessible. The WBS is useful for planning, allocating resources, and keeping track of progress since it breaks the project apart into parts that are easier to manage. Project introduction, gathering specifications, conception and creation, certification and quality reliability, distribution and interaction, oversight and assessment, and so on were all detailed in the components of the WBS for the chosen project, which was the introduction of a loyalty program in (Tesco and Johnson, 2015). The possibility of accomplishing a project's objectives can be increased by focusing on its unique challenges, such as defining its scope precisely, allocating sufficient resources to it, avoiding bottlenecks in the workflow, managing its risks, and keeping all of its stakeholders informed and engaged. By using a WBS and other project management tools, Tesco was able to increase client retention, boost sales, and boost client satisfaction, all of which were important to the company's mission and vision.

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