

National Express Marketing Management Training Project

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MODULE TITLE AND CODE: Managing Projects in the Organization

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TABLE OF CONTENTS

1. INTRODUCTION

2. PROJECT MANAGAMENT

3. QUAD CHART

4. CHALLENGES TO BE FACED

5. STEAKHOLDERS MAP

6. STEAKHOLDERS COMMUNICATION AND BENEFITS

7. WBS

8. COST PLANNING

9. RISK ASSESMENT

10. CONCLUSION

11. REFERENCES

12. APPENDIX

1.Introduction

- National Express organizes marketing management training course
- Start date 13.02.2023
- End date 24.02.2023
- Course for 30 people
- Covid 19 and the pandemic period affected people's lives since 2020
- Different tools and techniques will be used to challenges and possible solutions



2. Project management

- It's a process of sharing ideas
- Using methods
- Working as a team
- Sharing skills
- Based on experience
- Deliverables
- Timescale
- Budget



3.Quad chart

PURPOSE

Improving productivity
Learn new skills
Personal growth
Motivation
More sales

CUSTOMERS/STAKEHOLDERS

Employees
Teacher
Investor
Tech expert
Project manager
Admin

DESIRED AND RESULTS

Getting knowledge by
employees
Positive feedback
Proactive approach

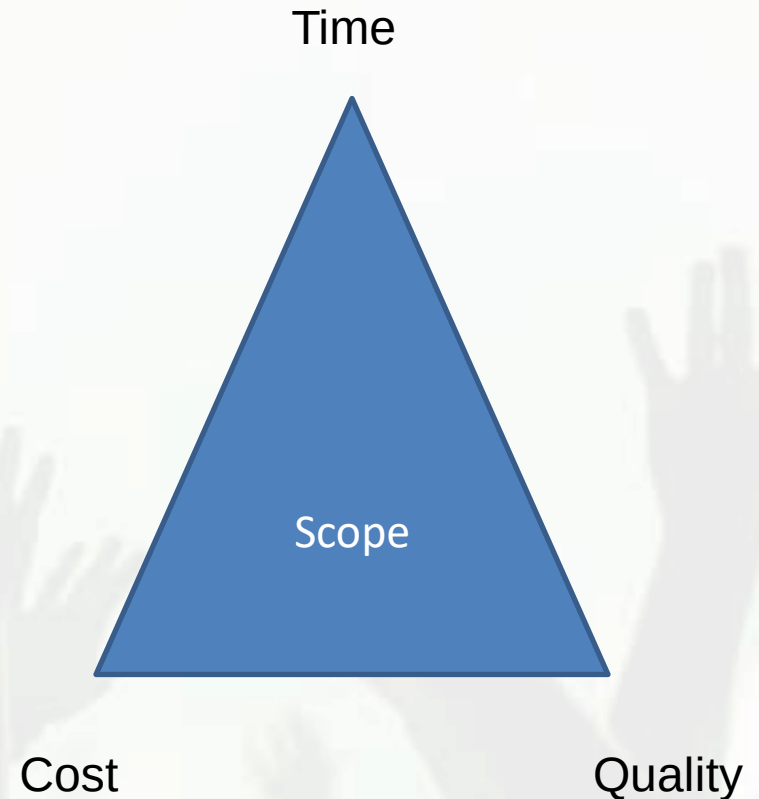
MEASURES OF SUCCESS

Employees will ask for
more courses
Better communication
skills

(Source: Self development)

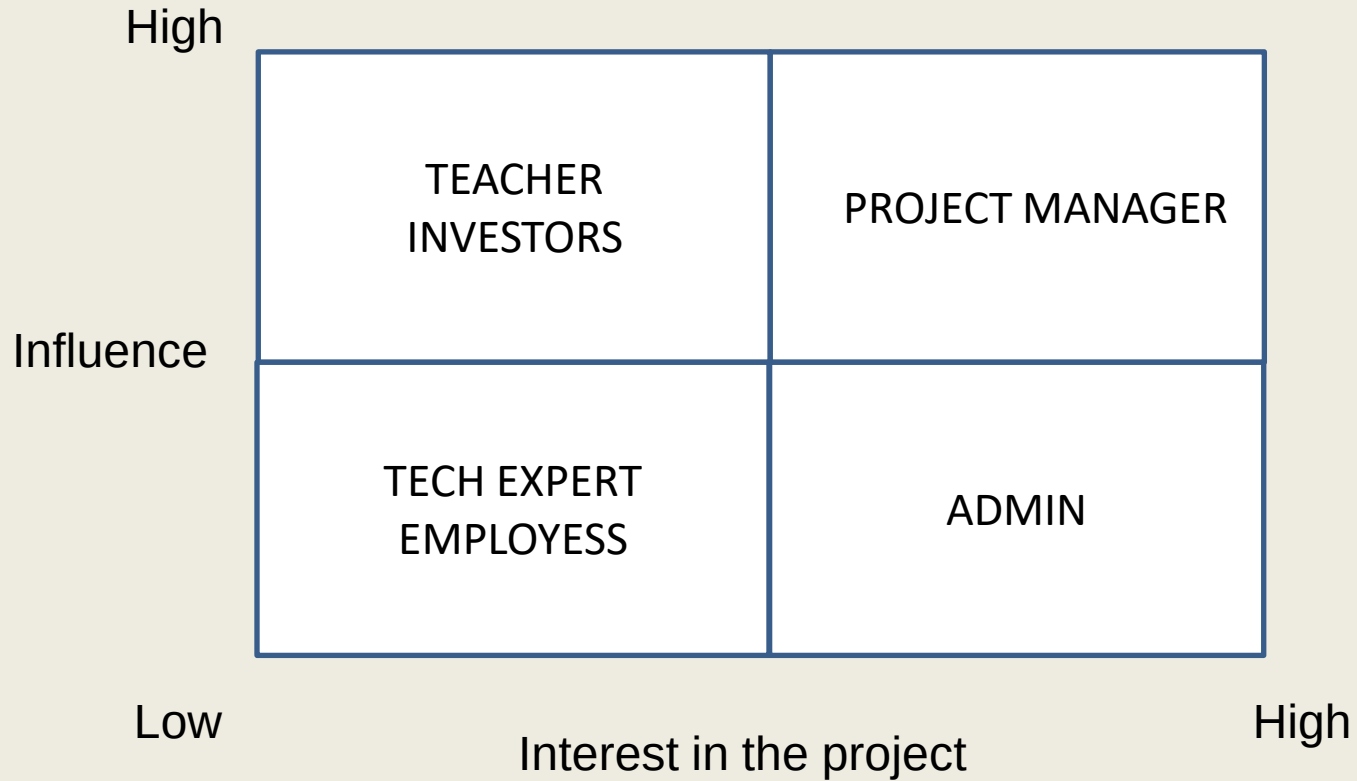
4.Challenges to be faced

- A lack of investors or sponsors can also be a challenge.
- Covid restrictions
- Adhering to all government laws while the project is in function
- Lack of employee feedback
- Higher costs
- Dealing with change



(Access planit,2022)

5.Stakeholders Map



(Source: Self development)

(Appendix1)

6.Stakeholders communication and benefits

- **Employees-** WhatsApp, email, sending letters
- **Teacher-** online via zoom, text message, phone call
- **Investor-** online events, emails, phone calls
- **Tech Expert-** phone calls, emails
- **Admin-** emails, phone calls
- Trust
- Better communication
- Risk management
- Progress in project
- Knowing all information's
- Better finance

7.WBS

Training Program

1.Get permission

2.Location

3. Develop training materials

4. Advertise to employees

5.Selecting teacher

1.1 Organize meeting with London Station manager

2.1 Checking covid restrictions

3.1 Check what is needed for training

4.1 Sending emails

5.1 Searching teacher

1.2 second meeting with Stratford manager

2.2 Online

3.2 Research

4.2 Sending WhatsApp message

5.2 Invite for interview

1.3 Secure approval

3.3 Finalize materials

4.3 Information on the board

5.3 Interview schedule

5.4 Interview questions

4.4 Finalize attendance

5.5 Completed interview

5.6 Selecting teacher

(Source: self development)

8.COST PLANNING

- Teacher salary 2000 £
- Internet costs 50 £
- Course materials 300 £
- Equipment 3000 £
- Technical support 1000 £
- Admin salary 1200 £
- Human Resources 1000 £

Total: 8,550 £

Benefits of cost planning:

- Stakeholders help
- Less problems in financial risk
- Project credibility and feasibility

9.Risk Assessment

RISK	POSSIBILITY	IMPACT	RESPONSE
Finance shortage	Low	It will affect quality of the training course	Ensure the availability of sponsors
Luck of collaboration	High	Affects the output of the project	Use an effective communication plan
High Cost	High	This could lead to shortage of funds during the project	Ensuring that budgeting of the project before the start of the project is done properly

(Source: self development)

10.Conclusion

- Project management is important aspect when it comes to training planning
- Every project possess treat of risks
- Teamwork in project helps to rich company goals
- Planning and analysing is necessary in every project



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12.APPENDIX

STEAKHOLDERS	INFLUENCE	IMPORTANCE	ROLE
INVESTOR	HIGH	MEDIUM	Investor is responsible for avail the financial resources that will be used by the project team to avail various resources that will be needed.
PROJECT MANAGER	HIGH	HIGH	Project manager is responsible for aims and objectives. He helps in planning the project progress.
TEACHER	HIGH	MEDIUM	Teacher is responsible for teaching employees.

TECH EXPERT	LOW	MEDIUM	Will help with equipment problem
EMPLOYEES	LOW	MEDIUM	Employees will be motivated and qualified
ADMIN	LOW	HIGH	Monitoring employees