

University of Wales Trinity Saint David
Managing Projects in the organization
(BMSW5104)

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Events planning project for Zara

Table of context:

- 1. Introduction.**
- 2. Background of Zara.**
- 3. Project managers (benefit, characteristic, scope, tools and technique).**
- 4. Belbin's team model.**
- 5. Description and outline of the project (Quad Chart, PRINCE2 and Gantt Chart).**
- 6. WBS**
- 7. Stakeholder analysis.**
- 8. COVID-19 (Management techniques).**
- 9. The Iron Triangle.**
- 10. Benefit and Quality of the project.**
- 11. ADKAR model.**
- 12. Risks of the project.**
- 13. Conclusion.**
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Drafts of 300 To 500

The report will be based on the Zara company and the projects of their management about the future of the company. Zara is one of the major brands of the fashion industry with shops all around the world and an excellent online platform for the shop online. The majority purpose of the brand is to grow the popularity of the company with a different kind of customer. It is easy to understand the point of the company because having a different type of customer will change the valuation of the people of the brands. The objective of Zara's management is to bring the logo to the major fashion week around the planet, of course, this would bring Zara popularity in a different way bringing them new customers. The major problem of the company is to be careful of this change to do not lose their current customer with a strange decision like changing the style of clothes currently present in the shops or raising the price of everything to permit major investment in their ideas, but this could be dangerous to their current profit. Also, the management must think about the possible risk that is always present in the majority of brands of fashion, one can be for example the speed of the change mind of people about something, so it could be hard for Zara to adapt their clothes to a continuously changing to follow the model of the moment. Zara also for reach their new ideas must find new collaboration with famous fashion designer to help them to bring their design in front of the world, because it could be hard for Zara to let people understand that they have changed their style and they want to change the ideas of people about them. It could require some time and probably will not show a profit shortly, but the idea of Zara to readapt their style to a new generation of customers could be a winner and bring them to add their current customers to new and bring them to be one of the major and favourite brands around the world.