



PROJECT MANAGEMENT PLAN

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Table of Constance

1.Introduction	3
1.1 Business case	3
1.2 Stakeholder Analysis	3
2. Smart objectives	6
3. Work Breakdown Structure	7
3.1 Activity list	8
3.2 Time Analysis	10
3.3 Risk Management.....	11
4. Budget Modeling.....	12
5. Conclusion.....	13
6. Reference list.....	14

1.Introduction

World practice has proven that action for the development of an organization manages most rationally, through the development and project implementation. A project is a set of actions in which human, material, and financial resources are organized in a specific way in order to achieve individual quantifiable and qualitatively evaluated results while limiting time and costs.

1.1 Business case

Beauty salon loses customers due to busy schedules and lack of free hours. Salon customers have to wait for weeks to receive the desired service. The clients' busy daily life and the too-long period for access to service encourage some of the clients to seek a competing company's services. Restricting customers to take advantage of the service in a shorter period leads to a redirection of customer flow to competitive service and the loss of some of them subsequently.

To cover the needs of customers in the service area. The company will form teams of hairdressers and manicurists who will serve customers in their homes. The service is expanded and delivered outside the company's showroom. Customers can access the service within two days of their request on the company's website. Through a section on the company's website, customers can choose in advance the type of service offered - model, design, color range, the day and time in which they will receive it, and the convenience to pay in advance through online banking.

1.2 Stakeholder Analysis

When a project is created, all people and teams involved or influenced by its implementation are identified as stakeholders. Stakeholder analysis is a process that helps management identify and understand project stakeholders. This process helps the project manager to manage it successfully. Conducting a stakeholder analysis consists of three main steps - identification, prioritization, and understanding.

In the first step, we determine the project participants according to their interests, influence, and degree of participation. There is an easy way to identify participants with creating brainstorm a list of all possible stakeholders.

In the project of the salon for customer service in the homes, stakeholders are:

Hairdressing department

Nail department

Marketing department

Financial Department

Human Resources Department

Salon clients

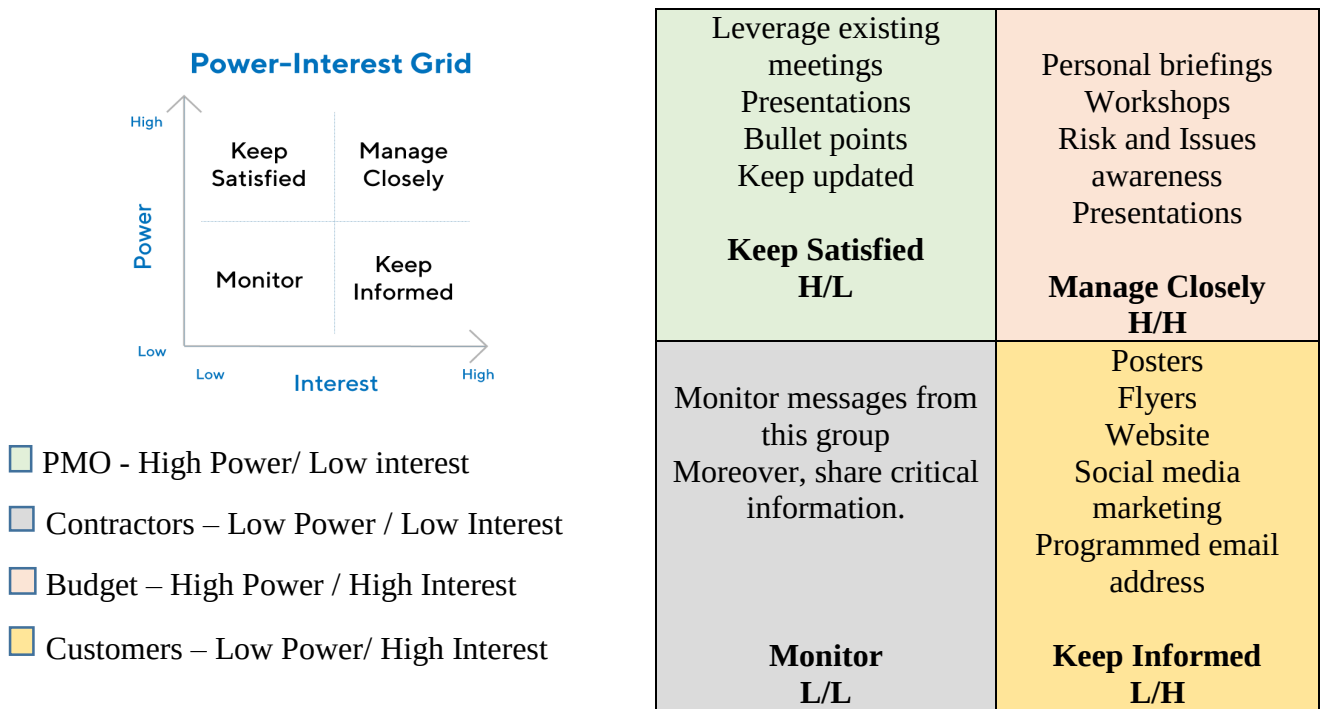
Project team members (all company employees)

Providers of the new service

Competitive beauty salons

The general public

The second step is to prioritize the stakeholders, using a Power & Interest Graph that assesses the interest, impact, and level of participation of the project's various stakeholders.



High power / High interest is a group from the most important stakeholders who should be satisfied with implementing the project.

High power /Low interest is a stakeholders group under whose influence you have to work on the project and keep them satisfied with the implementation.

Low power/ High interest is a group that will be informed regularly, and an inspection of the project implementation will be carried out. Discuss difficulties during project implementation.

Low power / Low interest is a group that will periodically receive information about the project and its implementation processes.

Context Setters	Players	Stakeholders can also be grouped into four different categories: Players, Subjects, Context Setters, and Crowd. Players are influential people in the company who have the strength and interest to make or break the project.
crowd	Subjects	

Subjects are stakeholders who give useful advice, good ideas, and suggestions for the project's development, which we do not have to include in the implementation.

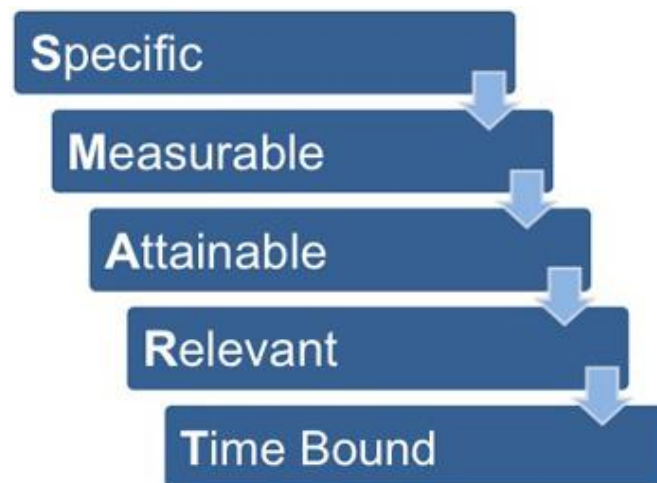
Context setters are stakeholders who have much influence but do not need detailed information about the project.

The last category is with the lowest priority, which carries the lowest level of communication – crowd. (Burke, 2013)

The project – Beauty service	Online appointment	Online order	Service at customer's home
Target the project	Target company's customers	Target new company's customers	
Time the project	Strat: 01/06/2020	Finish: 01/12/2020	
Performance of the project	Contractors: Hairdressers and Manicurists	Contractors: Marketing, Financial and HR departments	Contractors: Website manager
Project implementation	Process: online appointment	Process: online order confirmed	Process: service at the customer's home
Project cost	Budget: £ 50 000		

The last third step of stakeholder analysis is their understanding. It is an essential step in communicating with each of the stakeholders. If it does not make the right connection and communication with each group, the project will not succeed. For proper communication with stakeholders, it is useful to build a dossier for each stakeholder. This method will show what motivates stakeholders and what motivates them to implement the project. Each of the stakeholders has other priorities that can be aligned with those of the project. It ensures that the project does not endanger them. There is an option in which the stakeholders have a negative perception of the project, and this can demotivate the stakeholders to the implementation of the project. This step determines whether negative attitudes can be changed. (Rubin, 2002)

2. Smart objectives



Source: SMART - Specific Measurable Achievable Realistic Timely, <http://www.free-management-ebooks.com/faqps/goal-04.htm>

The tasks and goals that are set in the project meet several criteria and are briefly called SMART.

- ✓ Specific - focused on the specific area that meets the needs.
- ✓ Measurable - the ability to measure and report measurable progress
- ✓ Achievable - possibility for implementation, according to the available resources and the restrictions.
- ✓ Relevant - useful for business purposes in general.
- ✓ Time-bound is a specific deadline for achievement, an outlined end for implementation.

When planning project objectives, must adhere to SMART criteria to be effective. (Bogue, 2005).

The company will provide customer service at home, thus expanding its activities and reducing costs. The new service will be available to all current and future customers of the company, 12 hours a day, seven days a week, within six months from the start of the project. The new service will expand current customers' service and attract new ones, with lower costs of the offered service.

Create a web center for customer service, available 24 hours a day.

Comfortable customer service through the 12/7 program

Reduce costs with the introduction of a comfortable service.

3. Work Breakdown Structure

The Work Breakdown Structure (WBS) helps project managers plan and execute plans more effectively. The project has time-limited activities and is given fixed deadlines and costs. When completed, the project must meet the needs of the stakeholders for whom it is intended. Project management must plan the schedule, fixed costs, and functional completeness of the project and assign responsibilities. WBS helps to coordinate planning and ensures effective project implementation. (Kidston, 2015)

The main goal is to reduce complex activities into a set of tasks. It is essential for the project manager because she can monitor tasks more effectively than complex activities. Tasks must be independent with a clearly defined range and be measurable.. All project work must be included in one of the tasks, and the tasks must not include any non-project work.

The WBS allows project managers to allocate the project budget to specific task-related packages and check that the tasks' cost does not exceed the total cost of the project.

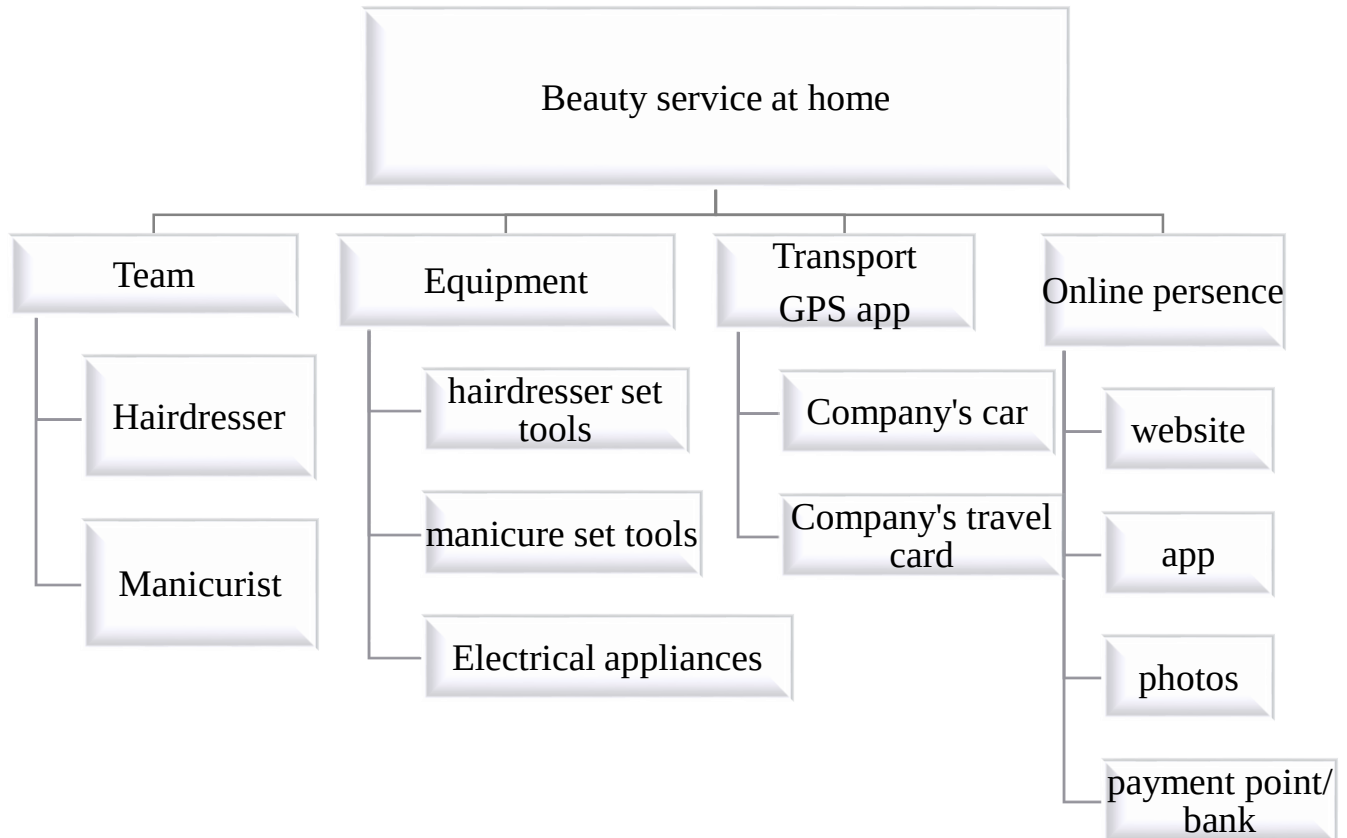
WBS is vital for tracking progress in the project schedule. Project management can determine how advanced the project is by checking which of the tasks has been completed. Even within each task, project management can check for completion rate because each task is measurable. (Lester, 2007)

One of the critical functions of project management is to determine the scope of the project. WBS helps to determine the scope by listing the individual tasks that make up the project. The team performs the tasks assigned to the project without performing additional activities..

The main criterion for the success of the project is that it fulfills its purpose. WBS tasks perform part of the overall function. The task is complete only when it performs its partial function. When all tasks are completed, all individual functions are supplemented until the project begins to function

as a common mechanism.

An essential part of project management is to assign responsibility for the work. With WBS, project management assigns responsibility for each of the tasks. The task manager is responsible for the full implementation of the project on time, within budget, and with all its planned functionality. (Ward, 2018)



3.1 Activity list

The schedule for implementation of the activities is an invariable element of each project. Need to prove that aware of the sequence in which to perform individual activities as an applicant organization. There should be no accumulation of all activities in one period because this means unbearable stress and inefficient use of resources and human potential. When planning the project's period, it is vital to anticipate how much time is needed for the project approval procedure, how much - for signing the contracts. Only then should we plan the day "1" for the implementation of the project. (PMI,2017)

When planning, it is necessary to look at a more distant perspective, such as the results in a month, three months, and six months. As for the activities, there needs to be coherence between all the activities described in the project. It should not be a simple enumeration of detached activities and independent of each other, but to emphasize the connection between them. Need to show how the tiny result of one activity will contribute to a better implementation of the next, how the activities will be located over time, and the resources will be distributed among them so that they are best implemented. Regarding the plan as a whole, pay attention to two essential things: to coordinate all activities and position them in time to correspond to reality, i.e., to show the ability to anticipate when writing the project. (PMI,2017)

The logical framework of a particular project often describes very generally what actions need to be taken. After completing the logical matrix, usually during the preliminary assessment, more detailed planning can be done to add details to the plan. Make a chronological list of all activities that need to be done during the project. The schedule should answer the following questions:

- Who does what?
- What is done when?
- What is done where?
- How long does it last?

Schedules of activities and resources should be drawn up during the feasibility study, as detailed information on net recurring costs could lead to a reformulation of the project's scope and ambitions. (Kidston,2015)

The overall schedule of activities (implementation schedule) is updated, and during the first months of the project implementation, detailed schedules of activities and resources are prepared. (Kidston,2015)

Information on when to do it can be presented in tabular form as follows:

Beauty service at home – Activity list

Schedule of activities for the first six months						
Activities	1	2	3	4	5	6
Staff recruitment						
Staff training						
Working team meetings	•	•	•	•	•	•
Purchase of equipment						
Provision of transport/means of transport						
Creating a web point for customers and apps						
Establishing public relations						
Monitoring and evaluation						
Reporting to donors			•			•

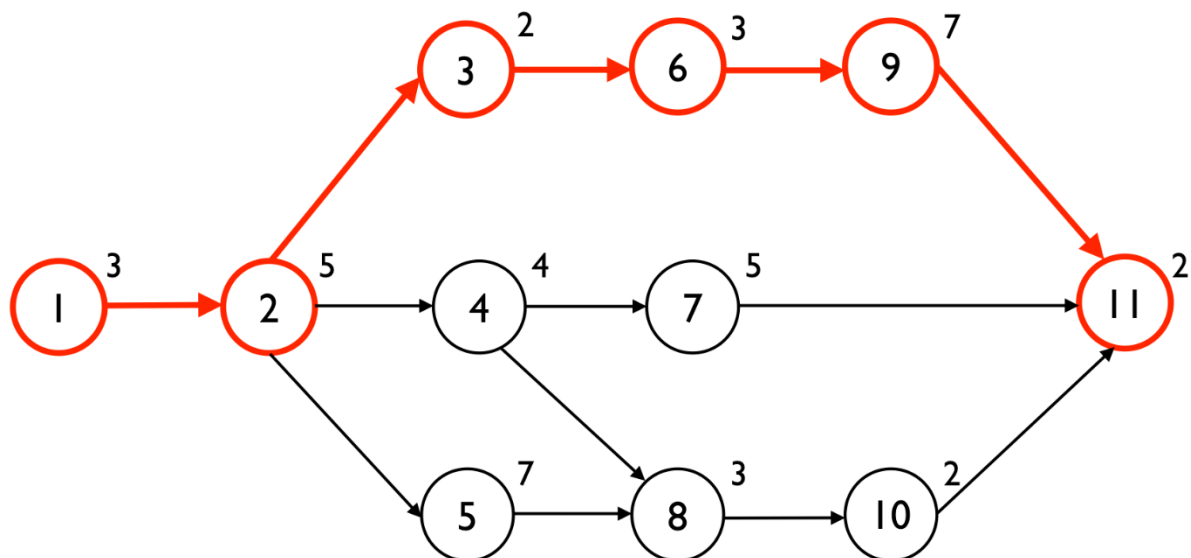
The table can be changed to take into account the duration of the project. to suit the duration of the project. The completed schedule of activities allows us to start further specifying the funds and calculating the costs.

Develop a schedule for resources

Cost estimates should be made on the basis of a careful and detailed budget. They have a significant impact on the investment decision in the preliminary evaluation phase, hence on the project's smooth implementation if approved. The list of activities must be copied in a schedule of materials and costs. A detailed report is created for each activity to ensure that all the means necessary for its implementation are provided.

The means needed to carry out the activities must then be specified. The cost information will likely need to be summarized or summarized. When estimating costs, their distribution between the different funding sources should be shown so that each project party is aware of its obligations.

After calculating the total costs, it is important to keep in mind that the project implementing agency will have to cover the costs of providing services under the project after its completion. Periodically recurring costs can be covered (in whole or part) by increasing the revenues generated by the project activities. Regardless of the specific case, the net recurring project costs must be specified to determine the future effect on a budget of the project implementing agency. (Kidston,2015)



3.2 Time Analysis

Gantt chart visualizes the project and simplifies planning and the process to run faster. The diagram synchronizes the process and facilitates communication. The Gantt chart visualizes the tasks of the project in a timeline, and the planning is done by dragging and dropping. The links between the tasks become visible and easy to edit. Opportunity to start new tasks and stages.

The critical path follows the sequence of tasks that will ensure the completion of the project in the shortest time.

The critical path is a network diagram that shows that some tasks can be completed before others can begin. The diagram makes it easier to plan and control a project. To identify the critical path, the length of time that each task will take must be calculated.

3.3 Risk Management

Risk management is a dynamic process that should provide a good understanding of potential threats, actions, or events that may positively or negatively affect the project's ability to achieve their objectives, as well as their timely identification, taking appropriate management, monitoring, and reporting actions. (Kidston, 2015)

A risk action plan is prepared for the purpose of contingency planning and no action. Contingency planning gives the project team a contingency plan that minimizes the impact of the risk. A risk action plan is prepared for the purpose of contingency planning and no action. Contingency planning gives the project team a contingency plan that minimizes the impact of the risk. A number (Risk ID) is assigned to each of the identified risks, which allows us to directly determine to which class and which category the risk belongs. (Kidston, 2015)

The identified risks for each structural unit and the agency as a whole are assessed by the indicators "Impact" and "Probability." The potential impact and probability of the inherent risk are assessed, i.e., the risk's impact is assessed in the absence of any control or other measures for its management. Qualitatively using a scale such as H- High, M- Medium, L- Low. (Kidston, 2015)

Beauty service at home – Risk plan

Risk ID	Risk	Probability	Impact
1	Fire	L	L
2	Road accident	M	H
3	Public transport delay	H	M
4	Technical malfunction	M	H
5	Street robbery	L	L

Risk Priority Graph

Probability			3	
High			2,4	2,4
Medium	5,1			
Low	Low	Medium	High	Risk Tolerance
	Impact			

The main stages of the risk management process are:

- The risk management process begins with defining the objectives of the project and the individual groups in it.

- b) A fundamental prerequisite for effective risk management is the definition of clear objectives and their understanding. Proper risk identification can be made if a good targeting process is in place.
- c) Once the goals have been defined for each group, its management and the staff involved in the respective activities are in a position to identify the critical risks that could hinder the achievement of the goals. (Kidston, 2015)

Fill in the Risk Register, which is a document in an established format.

Risk ID	Risk	Probability	Impact	responsibility	Actions
1	Fire	L	L	Fire service/ contact	Blanket, extinguisher
2	Road accident	M	H	Roadside assistance	Extinguisher, reflective vest, signal road signs, first aid set
3	Public transport delay	H	M	Public transport	Company's car
4	Technical malfunction	M	H	mechanic service	
5	Street robbery	L	L	Police service/ contact	

4. Budget Modeling

Planned Budget

Start: 50 000

	1	2	3	4	5	6	
Salary/Team		4000	4000	4000	4000	4000	
Equipment: Hairdresser set, manicure set, electrical appliances			300	100	100	100	

Transport: Company's car				10000			
Transport Company's travel card			800	400	400	400	
Website			20	20	20	20	
App			10	10	10	10	
Payment point			50	50	50	50	
		4000	5180	14580	4580	4580	32,920

Finish: 32,920

Overage: 17,080

5. Conclusion

Today, project management involves the use of a structured approach and documented methodology. It represents a severe change to any organization and leads to the formation of a new specific organizational culture, which is an organizational innovation. The realization of the benefits of applying modern methods and approaches for project management depends to the greatest extent on the qualities and abilities of the managers and participants in the project teams. The requirements for them require them to receive special training and project management training.

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