

Leading and Managing Projects (MBA)



PROJECT INITIATION DOCUMENT(PID)

INSTRUCTIONS:

1. Give as much justification as possible for every question asked. This means, you must not limit yourself to just stating WHAT you believe is an appropriate response, but WHY.
2. ALWAYS provide an outline of the financial and cost imperatives associated with your project aim and objectives. Remember, you must be able to SELL your project idea.
3. Put effort into your PID and you will benefit when it comes to undertaking your project and writing your final report.
4. A total of 1,000 words +/- 10% for PID, not including the words in instructions.

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Ho Choi Hei	Student ID number:	1921899
Programme:	MBA		
Module:	Leading and Managing Projects		
Module code:	HKBM7010	Contribution to Overall Module Assessment (%):	20%
Lecturer:	Dr. Joe Leung	Internal Verifier:	Dr. Poon Che Cheong
Assignment Title:	Assignment 1 • Project Initiation Document (PID)	Word count (or equivalent):	• 1,000 words (PID)
Submission deadline:	• 15 March 2021	Return date of provisional marks & written feedback:	• 6 April 2021
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

PID submission date detailed on module schedule

1. Your name :	Ho Choi Hei Lizbeth
2. Name of the chosen organization (the client)	Bossini Enterprises Limited
3. Background of the chosen organization	A Fashion and garment product seller with company based in Hong Kong and have expand to Macau, Mainland & Singapore
4. Project idea : (Problem or opportunity to be addressed)	I. Find out possible changes of strategy for develop market customers and generating revenue II. Review about global business network & shops distribution location on strategic growth III. Review the procedure from production to selling of company IV. Review possible market competitors in main target market

5. Aim of project :	The aim of project is to find out the possible strategic change for Bossini. We will review company global business network, potential market and competitors.
6. Objectives of project :	Objectives of the project include the following : I. Finding out possible market favorable for Bossini business development and potential customer groups for market expansion. II. Review the distribution of business network and global stores location of the current company coverage market. III. Identify potential market competitors' market share and business strategies for improving current marketing strategies IV. Strategic review new customer segment, need of the segment (technological support, consumption practice) V. For the relative strategies include the planning of project execution in ten years time with long term and short term between year 2021 – 2030
7. Project deliverables :	By finding out the possible market customer groups for Bossini, we will focus on the current main business market trending and customer preference, for making possible strategic changes of the company on business development and operational management. Secondly, through review of revenue from global shops distribution network we can also tell about the percentage contribution of profit generate by each store and how can we relocate for store distribution to generate more revenue.

Another focus will be finding out the potential market competitors strategy for discover the trend of industry leading market strategy factors and adjustment of our business strategy on market development. By achieving project objectives which will help organization to discover more business opportunities and key stakeholders, eventually for raising company revenue and expand the business. In the long run will help to keep up track on the company goals of generating more revenue and expansion of business.

8. Project scope :

The Project will include review and finding out of the potential market for Hong Kong & Macau as well as market for Mainland and Oversea market group on business development. We will also focus on the relevant service provide by current business model and their possible strategic changes to be made for the market development. Besides we will also analysis the market situation and provide company adjustment strategy within the current business market.

For the analysis of the market distribution network, we will analysis the relevant data for reviewing include company Business Distribution Stores Network and current situation of company financial data. By knowing the potential market we may relocate the stores distribution network. We will also analysis the published data set of fashion industry for deciding strategic changes to be made by the company. And as well for market competitors strategy which will potentially change the company strategy for operation.

One of our main focus will be analyzing the potential development and possible customer groups for developing business market development segments. We will also analysis the most popular types of products within the market for developing product diversification. Besides will also figure out the market competitors success strategies for find out the market trending for performing the environmental studies. For proposing the short and long term planning for the company

9. Information sources :

The information source include company official data on Bossini Annual Report and Market Financial Reporting in nearby 10 years from 2010-2020. We will also analysis the published data of fashion industry with their most favorable product and customer group for analyzing the potential market and target customers. Besides we will also consider the relevant government published statistics on fashion and retailing industry within the business network coverage area. Another trend to focus on is the market competitors strategies and results on the Fashion industry market.

10. Research method :

The research methodology will mainly involve using secondary data for published result from the company for analyzing company operational strategy and official government departmental data for doing environmental studies, including current business market on economical and political statistics data. We will also include market data research as information of marketing study for analyzing potential development markets for business development and possible growth of customer groups.

11. Work plan :

The key working plan include the following :

The First step for the working plan include to find out the marketing data and company issue official statistics for performing the possible marketing studies and analysis potential problem on operation and development within the company, which also include comparing the government issuing data for performing environmental studies which affect the macroeconomy of the business operation.

Secondly will analysis the all round data sets and suggest the possible outcome direction for company development and expand more client lists. Last but not least will propose the detail suitable solution plan within short term and long term for Bossini to complete on business market development in the target customer lists and potential markets.

12. Risk :

The risk associated within the project include the coverage of considering information of the market and government data analysis include in the research are not cover in complete angle, and the suggested solution cannot fully cover the research on company business strategy. Secondly is the strategy direction for the business development may vary on various factors & need adjustment.

Reference

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