

ADAD7013_LON_GanttChart_OSmithard

Stern Records Marketing Timeline

START DATE

January 01, 2023

				YEAR ONE - 2023												YEAR TWO - 2024												YEAR THREE - 2025																				
				Y1Q1				Y1Q2	Y1Q3				Y1Q4				Y2Q1				Y2Q2				Y2Q3				Y2Q4				Y3Q1				Y3Q2				Y3Q3				Y3Q4			
PROJECT NAMES + TASK TITLES	START DATE	END DATE	# of Days	01/23	02/23	03/23	04/23	05/23	06/23	07/23	08/23	09/23	10/23	11/23	12/23	01/24	02/24	03/24	04/24	05/24	06/24	07/24	08/24	09/24	10/24	11/24	12/24	01/25	02/25	03/25	04/25	05/25	06/25	07/25	08/25	09/25	10/25	11/25	12/25									
PROJECT 1 - Website	01/01/23	12/31/25	783																																													
P1 Task 1 - Contact Web developer	01/01/23	01/14/23	10																																													
P1 Task 2 - Site building begins	01/14/23	01/30/23	11																																													
P1 Task 3 - Launch Site	01/30/23	02/01/23	3																																													
P1 Task 4 - Create Blog Section	02/01/23	02/09/23	7																																													
P1 Task 5 - Begin Posting regularly	02/09/23	12/31/25	755																																													
PROJECT 2 - Live Events	10/01/23	12/31/25	588																																													
P2 Task 1 - Contact Venues	10/01/23	10/14/23	10																																													
P2 Task 2 - Contact Artists to perform	10/01/23	10/14/23	10																																													
P2 Task 3 - Promotion of Event	10/15/23	12/15/23	45																																													
P2 Task 4 - Post Event Marketing	12/15/23	12/30/23	11																																													
P2 Task 5 - Planning for next event	12/30/23	12/31/25	523																																													
PROJECT 3 - Print Magazine	07/01/24	12/31/25	393																																													
P3 Task 1 - Contact Printers	07/01/24	07/14/24	10																																													
P3 Task 2 - Contact writers/photographers/graphic designers	07/01/24	07/14/24	10																																													
P3 Task 3 - Manufacturing	07/14/24	08/01/24	14																																													
P3 Task 4 - Quality Control/ Revisions	08/01/24	08/14/24	10																																													
P3 Task 5 - Distribution of magazine	08/14/24	10/01/24	35																																													
P3 Task 6 - Planning for next monthly magazine	10/01/24	12/31/25	327																																													
PROJECT 4 - Marketing Agency	06/20/25	12/31/25	139																																													
P4 Task 1 - Develop and emply a team	06/20/25	07/20/25	21																																													
P4 Task 2 - Create Visuals and website	06/20/25	07/31/25	30																																													
P4 Task 3 - Research potential clients	06/20/25	08/31/25	51																																													
P4 Task 4 - Contact potential Clients	08/31/25	10/01/25	23																																													
P4 Task 5 - Begin Business operations	10/01/25	12/31/25	66																																													