

Assessment

**Task 2**

**Undertake project work**

**BSBPMG430**

 

**Student Declaration**

To be filled out and submitted with assessment responses

◻ I declare that this task and any attached document related to the task is all my own work and I have not cheated or plagiarised the work or colluded with any other student(s)

◻ I understand that if I am found to have plagiarised, cheated or colluded, action will be taken against me according to the process explained to me

◻ I have correctly referenced all resources and reference texts throughout these assessment tasks.

◻ I have read and understood the assessment requirements for this unit

◻ I understand the rights to re-assessment

◻ I understand the right to appeal the decisions made in the assessment

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| --- |
| **Unit Title** **Unit Code** |
| **Student name** |  |
| **Student ID number** |  |
| **Student signature** |  | **Date** |
| **Task Number** |  |  |

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| **------OFFICE USE ONLY-----**For Trainer and Assessor to complete:◻ Student requested reasonable adjustment for the assessment |

| **Completed successfully****Did the student satisfactorily:** | **Comments** | **Y** | **N** | **DNS** |
| --- | --- | --- | --- | --- |
| The student has satisfactorily completed and submitted the following:* List of project team members
* Project snapshot document in Task 2.1
* Project Plan in Task 2.2
* Gantt Chart in Task 2.2
* Observation checklist in Task 2.3
* Summary of feedback in Task 2.3
 |  | [ ]  | [ ]  | [ ]  |
| The student attended the project briefing session and participated actively:* Listened actively
* Asked questions
* Took notes
* Clarified information

Feedback in comments. |  | [ ]  | [ ]  | [ ]  |
| Demonstrated ability to:* Identify project scope
* Define project stakeholders
* Identify responsibilities of relevant stakeholders and reporting requirements
* Identify availability and access of resources for undertaking the project
* Identify project management tools

This is evidenced by:* Project snapshot document in Task 2.1
 |  | [ ]  | [ ]  | [ ]  |
| Demonstrated ability to:* Seek clarification from delegating authority of issues related to project and project parameters
* Clarify the relationship of the project to other projects and to the objectives of the organisation

This is evidenced by:* Participation in the project briefing session (Refer to Marking Sheet)
 |  | [ ]  | [ ]  | [ ]  |
| Demonstrated ability to:* Identify risks and develop a risk management plan for the project, including Work Health and Safety (WHS)
* Develop project budget and timeframe and seek approval from relevant stakeholders
* Access project management tools
* Develop project plan according to project parameters and deliverables
* Finalise project plan

This is evidenced by:* Project Plan in Task 2.2
* Gantt Chart in Task 2.2
 |  | [ ]  | [ ]  | [ ]  |
| Demonstrated ability to:* Consult team members and apply their views in planning the project
* Communicate to project team members their responsibilities and project requirements
* Gain necessary approvals to commence project according to documented plan

This is evidenced by:* Observation checklist
* Summary of feedback
 |  | [ ]  | [ ]  | [ ]  |
| Demonstrated ability to:* Establish and maintain required recordkeeping systems throughout the project

This is evidenced by:* Use of appropriate templates and recordkeeping system in Task 2.1 and 2.2
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| When collaborating with the group, the student has actively participated in group work with a substantial contribution that can be assessed individually for all this task's requirements. |  | [ ]  | [ ]  | [ ]  |
| **Task Outcome: Satisfactory** [ ]  **Not Yet Satisfactory** [ ]  |
| **Student Name:** |
| **Assessor Name**:**Assessor Signature:****Date:** |

**Table of Content**

[**Student Declaration** 2](#_Toc64122642)

[**Task 2 – Develop a project plan** 7](#_Toc64122643)

[**Task 2.1 Establish the project parameters** 10](#_Toc64122644)

[**Task 2.2 Develop the project plan** 13](#_Toc64122645)

[**Task 2.3 Consultation and approval** 21](#_Toc64122646)

[**Appendix 1 – Scenario** 23](#_Toc64122647)

[**XYZ Organisational Chart** 24](#_Toc64122648)

[**Ownership** 24](#_Toc64122649)

[**Key to Success** 25](#_Toc64122650)

[**About the Product** 25](#_Toc64122651)

[**Target Market** 25](#_Toc64122652)

[**Objectives** 26](#_Toc64122653)

[**Vision** 26](#_Toc64122654)

[**Mission** 26](#_Toc64122655)

[**Values** 26](#_Toc64122656)

[**Strategic Direction** 26](#_Toc64122657)

[**The project** 27](#_Toc64122658)

[**Project conditions** 29](#_Toc64122659)

# **Task 2 – Develop a project plan**

| **Task summary and instructions** |
| --- |
| **What is this assessment task about?** | You are a Project Manager in charge of planning, executing and finalising a project.To complete this task, please refer to Appendix 1 – Scenario at the end of this assessment document. This task comprises of the following assessment methods:* Product-based [x]
* Direct observation of Role-Play [x]
* Case Study [ ]
* Other (specify) [ ]

It has been designed to evaluate your ability to/competency in:* Identify project scope
* Define project stakeholders
* Seek clarification from delegating authority of issues related to project and project parameters
* Identify responsibilities of relevant stakeholders and reporting requirements
* Clarify relationship of project to other projects and to the objectives of the organisation
* Identify availability and access of resources for undertaking the project
* Identify risks and develop a risk management plan for project, including Work Health and Safety (WHS)
* Develop project budget and timeframe and seek approval from relevant stakeholders
* Consult team members and apply their views in planning the project
* Identify and access appropriate project management tools
* Develop project plan according to project parameters and deliverables
* Finalise project plan and gain necessary approvals to commence project according to documented plan
* Communicate to project team members their responsibilities and project requirements
* Establish and maintain required recordkeeping systems throughout the project

Your assessor will be looking for demonstrated evidence of your competency in the above.You are required to address the following:* **Task 2.1 Establish project parameters**
* Assess project requirements and scope of the project
* **Task 2.2 Develop project plan**
* Develop a project plan
* Obtain approval for the project plan

Although the assessment requires group collaboration to simulate a work environment, the assessment submission is individual, and it will be marked as such. |
| **What do I need to do to complete this task satisfactorily?** | * submit the completed assessment tasks, according to instructions,
* complete the tasks with sufficient detail and present them in a professional manner,
* use your own words and reference sources appropriately,
* meet the word count where required,
* use the scenario provided,
* use the templates provided where required,
* for your performance to be deemed satisfactory in this assessment task you must satisfactorily address all of the assessment criteria,
* if part of this task is not satisfactorily completed you will be asked to complete further assessment to demonstrate satisfactory performance.
 |
| **Specifications** | **You must deliver/participate in:*** Project briefing session with project sponsor in week 1 (Role-Play)
* Meeting with the project team in week 3 (Role-Play)
* Meeting with the project sponsor in week 3 (Role-Play)

**You must submit to GOALS*** List of project team members
* Project snapshot document
* Project Plan
* Gantt Chart
* Observation checklist
* Summary of feedback
 |
| **Resources and equipment**  | * Computer with Internet access
* Access to Microsoft Office suites or similar software
* Learning material
* Scenario for assessment as provided
* Appendices as provided
* Relevant policies and procedures as provided
* Templates as provided
 |
| **Re-submission opportunities** | You will be provided feedback on your performance by the Assessor. The feedback will indicate if you have satisfactorily addressed the requirements of each part of this task. If any parts of the task are not satisfactorily completed, the assessor will explain why, and provide you written feedback along with guidance on what you must undertake to demonstrate satisfactory performance. Re-assessment attempt(s) will be arranged at a later time and date. You have the right to appeal the outcome of assessment decisions if you feel that you have been dealt with unfairly or have other appropriate grounds for an appeal. You are encouraged to consult with the assessor prior to attempting this task if you do not understand any part of this task or if you have any learning issues or needs that may hinder you when attempting any part of the assessment. |

**Complete the following activities:**

You will work in simulated work conditions and consult with the project sponsor (played by the trainer and assessor) and the project team.

Six to eight team members (two to four students plus four virtual team members) must be utilised and budgeted for. The COO (project sponsor, the assessor), will determine the composition of the project team.

Please list the names of the project team members (students in the team 2-4), following the briefing session in Task 2.1.

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| Virtual team member |
| Virtual team member |
| Virtual team member |
| Virtual team member |

## **Task 2.1 Establish the project parameters**

1. Read the Project scenario provided in Appendix 1.
2. Consider the policies and procedures provided in a separate folder.
3. Schedule a time with the trainer and assessor in week 1 of class and meet with the project sponsor (30 minutes) for a project briefing. This is a Role-Play where the trainer and assessor will play the role of the project sponsor in simulated work conditions.
* Make sure to have read Appendix 1 – Scenario at the end of this document before the meeting to prepare questions about project requirements.
* The trainer and assessor will evaluate your performance during the meeting. They will validate your participation and provide feedback in the marking sheet.
* If you are absent from class, it is your responsibility to make alternative arrangements with the trainer and assessor to meet with the project sponsor.
1. Based on the meeting and the information provided in Appendix 1 – Scenario at the end of this document develop a Project Snapshot document (Template 1).

**Template 1 - Project Snapshot**

The project snapshot summarises the purpose, deliverables, stakeholders, resources, risks, interdependencies and success criteria of the project.

| **Project snapshot** |
| --- |
| **Name of project:**  |
| **Project purpose:** Address the following:* Identify 3 goals/objectives of the project,
* Define the reason for undertaking the project (for example, define the problem/opportunity related to the project).
* Identify any other projects that have been undertaken in the past, are currently underway, or planned for the future that will or may be affected by, or simply connected to, this project
* Relation to strategic directions (30-50 words)
 |
| **Budget:****Project timeframe:** |
| **Deliverables with timeframes** (5-7 deliverables). Add additional rows if needed.

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| **Deliverable** | **Timeframe** |
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 | **Stakeholders** Who is the sponsor, project manager, customers, and other key groups who can impact, or be impacted by, this project? Identify and list 5-8. |
| **Project Manager's responsibilities and reporting requirements:** |
| **PM responsibilities when managing the project** **(5-7)** |  |
| **Reporting requirements for the Project Manager. (2-5)** |  |
| **Resources** Financial, people, equipment, facilities, software, etc.List 5-8.Outline how to access resources (30-50 words) | **Risks** Identify and list5 risks. |
| **Interdependencies** Outline interdependencies with other projects, groups, system interfaces, etc. | **Success criteria** How we know, we are successful. Identify and list 3-5 success criteria. |
| **Project Status*** identify what has already been decided about the project,
* identify what decisions have already been made,
* identify what work has already been done in relation to the project,
* determine any assumptions (min.2) or constraints (min.2).

(40-80 words) |
| **Special provisions**Lists any regulations, ethical or legal considerations for the project (list 3-5) |
| **Project Management Tools**Identify and list what project management tools you will need to complete the project management plan and deliver the project (list 3-5). |
| **Record**Complete the filing record below so that the project document can be saved in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

## **Task 2.2 Develop the project plan**

1. Review the work completed Task 2.1, and the Scenario for Assessment in Appendix 1.
2. Develop a project plan (Template 2).
3. Once you have completed your first draft of the plan, consult with your team members in week 3 (Task 2.3) taking their views into account.
4. After the team meeting, refine your draft and present it to the project sponsor for approval (Task 2.3) in week 3 of class.
5. Finalise the project plan before submitting your assessment.
* The assessor will check that the Project Plan has been finalised based on feedback received when marking the assessment.

**Template 2 -Project Plan**

The project plan is the basis for monitoring and controlling the project. All project information is consolidated to date, forming the basis for monitoring and controlling once the implementation of the project commences.

**<Add Project Title>**

**Project Background**

Provide an overview of the project based on your work at project initiation phase, update information if required.

Address all the following:

1. The purpose of the project
2. The project background and strategic context.
3. Other related projects
4. Objective of the project (3-5)
5. Project client/owner

(50-100 words)

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**Project Scope Statement**

Develop a scope statement to define the project, including the overall budget and duration of the project.

(20-50 words)

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Complete a **project scope document**. This tool can be used with key stakeholders to clearly define the logical boundaries of the project. Ensure that you note any requirements that are out of scope to achieve absolute clarity about what is and is not covered by this project and avoid the potential for problems later on.

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| **Project Scope Document** |
| **In scope**List what is in scope |  |
| **Out of scope (exclusion)**List what is not in scope |  |
| **Assumptions**List assumptions (2-5) |  |
| **Constraints**List constraints (3-5) |  |
| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

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| **WBS** |

Complete a Work Breakdown structure for the project. A work breakdown structure (WBS) in [project management](http://en.wikipedia.org/wiki/Project_management) is a tool used to define and group the project's discrete work elements to organise and define the total work scope of the project. The WBS is a dynamic tool and can be revised and updated as needed by the project manager.

Develop the WBS for 3 levels work package starting with the key deliverables (3-5) and then adding work-packages (2-3/deliverable) and sub-work packages (2-3/deliverable).

| **Record**Complete the filing record below to save the project document in the project management record system. |
| --- |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

**Project Stakeholders**

Use the following template to identify areas, groups or individuals who may participate in, or are affected by, the project. Include everyone who has a vested interest. A useful question to ask is: 'What will make this project a success for you?’ 5-8 stakeholders.

| **Name** | **Work area** | **Stakeholder type (client, end-user)** | **Impact on/by project, requirements, success criteria** |
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| **Record**Complete the filing record below to save the project document in the project management record system. |
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**Roles and responsibilities**

It is important to identify who the major players are on the project. List the major project roles, responsibilities and the actual people involved. We have provided some suggested roles below. Adjust the Role and responsibility table according to the project. Add in any additional roles as required.

| **Role** | **Name/s** | **Responsibilities** |
| --- | --- | --- |
| **Project client/owner**The person who requires the project to be undertaken. |  |  |
| **Project sponsor/project director/project board**Senior management of the project. Accountable for the success of the project. Has the authority to commit resources. |  |  |
| **Project manager** Person responsible for running the project daily within defined authorities for cost and schedule as agreed with the project sponsor/board. |  |  |
| **Manager of the project manager**The operational/line manager who the project manager reports to on a day-to-day basis. |  |  |
| **Project team members**Staff who will be working on the project. |  |  |
| **Steering committee/working party**To provide advice and recommendations. |  |  |
| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

**Project Governance**

Outline the governance structure of the project, including:

* Project authority levels - authority to approve changes to scope, budget, quality requirements and schedule. Authority to resolve issues (issue escalation). Authority to manage the project. Expert authority (expert advice).
* Project Manager (responsibilities)
* Project team (responsibilities)
* Project sponsor (responsibilities)
* Any other information related to governance (for example, a project organisation chart) if pertinent.

(80-100 words)

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**Communication Plan**

Develop a communication plan for the project. Use the template provided below. **5 communication needs must be addressed.** Add additional rows if needed.

| **What** | **Who** | **Purpose** | **When/frequency** | **Type/methods** |
| --- | --- | --- | --- | --- |
| What is communicated | Who the communication is for | The purpose of the communication | When the communication happens and how frequently | The type and method of communication |
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| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

**Schedule**

Using the information that you generated in the work breakdown structure, develop a schedule for the project. Complete the milestone register below (5-10 milestones, add additional rows if needed) complete and attach to your submission a Gantt Chart (the use of excel or a project management software is recommended).

The Gantt chart must address, at a minimum: 5 milestones, associated sub-tasks (2-5 per milestones), responsibility for each sub-task, start date and end date, actual completion column and a comment/status column. Suggested link:

* <http://www.ganttproject.biz/>
* <https://www.youtube.com/watch?v=5rHCSa5ad34&feature=youtu.be>

| **Item** | **Milestone date** | **Responsibility** |
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| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

**Budget**

The project budget is a prediction of the costs associated with a particular project. These costs include labour, materials, and other resources required to complete the project. Identify and estimate the cost of 8-10 cost items for the project. Use the template below; add additional rows if needed.

| **Cost Item** | **Quantity** | **Cost (including GST)****AU$** |
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| **Subtotal** |  |  |
| **Contingency (+10%)** |  |
| **TOTAL** |  |  |
| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

**Risk Plan**

The template below is used to record identified risks associated with your project, analyse the impact and determine resultant action to be taken. 5-10 risks must be identified and analysed for treatment. The risk plan **MUST** include Work Health and Safety risks (2-3). Add additional rows if needed.

| **Risk** | **Likelihood(H/M/L)** | **Impact(H/M/L)** | **Risk response (contingency strategies)** | **Responsible** |
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| **Record**Complete the filing record below to save the project document in the project management record system. |
| **Project Title:**  | **Project Client:** | **Date: Version:** |
| **Project Sponsor:** | **Project Manager:** | **File Name:**  |

## **Task 2.3 Consultation and approval**

1. Liaise with the trainer and assessor and schedule a time in week 3 of class to:
* Meet with your project team and consult them about the development of the Project Plan (Task 2.2).

Duration: 15 minutes.

* Meet with the project sponsor (played by the trainer and assessor) and present the Plan for feedback and approval.

Duration: 5 minutes.

1. Finalise the Project Plan based on feedback.

**Meeting with the project team**

This is a Role-Play in simulated work conditions. Meet with your team and discuss the draft of the project plan:

* take into consideration their input into the planning document,
* inform the team members of their role and responsibilities. Ensure that the project team members are clear about their duties and project requirements,
* note their feedback and apply it to the project plan.

Duration: 15minutes

This is an assessable task, and the trainer and assessor will evaluate your performance during the meeting using an observation checklist.

If you are absent from class, it is your responsibility to make alternative arrangements with the project team and the trainer and assessor.

**Meeting with the Project Sponsor**

This is a Role-Play in simulated work conditions. Meet with the Project Sponsor:

* present the draft project plan,
* gather feedback for and provide information about the plan,
* negotiate any proposed adjustment with the project sponsor,
* note the changes/adjustments/refinements agreed during the meeting,
* obtain approval for the Project Plan

Duration: 5 minutes.

This is an assessable task, and the trainer and assessor will evaluate your performance during the meeting using an observation checklist—the project sponsor (trainer and assessor will confrm approval of the plan in the observation checklist).

If you are absent from class, it is your responsibility to make alternative arrangements with the trainer and assessor to meet with the project sponsor.

**Feedback**

Finalise the Project Plan draft developed in Task 2.2 based on the feedback received. Please note that the assessor will check that the feedback is implemented in your submission.

Record below the feedback received during the meeting with the project team and the Project Sponsor meeting.

The feedback must be applied when finalising the Project Plan in Task 2.2 befoe submission.

(30-50 words)

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| --- |
| **Feedback - summary** |
|  |

# **Appendix 1 – Scenario**

XYZ Pty Ltd trading as ZEEMH was founded by husband and wife John Cluber and Marla Bennet. The couple decided to start an online business in 2013 to allow more flexibility in their family life. ZEEMH was an instant success, and it has grown progressively in its years of operation.

Website: <https://projectdipem.wixsite.com/zeemh> .

Starting as an online retailer of exclusive coffee brands for home-consumption, the company changed its business model by launching into the production of its own brand of coffee and serving a market of both B2B and B2C customers.

ZEEMH (pronounced Zeem –H) is an innovative Australian online retailer for premium coffee. ZEEMH:

* produces creative and high-quality coffee blends, roasting coffee in its own facilities,
* sources coffee beans from around the world, searching for the best quality coffee,
* is an online retailer of its very own coffee brand: 100% Australian owned and operated,
* delivers its products within Australia (nationwide),
* focuses on a niche B2B and B2C target market.

ZEEMH coffee is:

* quality and innovation-driven,
* a champion for sustainability,
* delivered fast,
* Fair Trade approved,
* customisable.

Since 2013, the organisation has grown and expanded, moving from the spared room of a house in Surrey Hills, Victoria, to a comfortable 2 level office in Port Melbourne, where they also have the coffee roasting and packaging plant (same building). Warehouse operations are outsourced to MCW Logistics (MCW looks after the importing operations relate to importing coffee beans in Australia and the inventory management – for raw and refined products). MCW logistics is located close to the ZEEMH headquarter.

So, fare their market has only focused on the Australian market.

## **XYZ Organisational Chart**

##

## **Ownership**

ZEEMH is a Proprietary Limited company, 100% Australian owned and operated.  The majority of the company is owned by founders John Cluber (40%) and Marla Bennet (40%). Steven Yun, an investor, owns 20% of the company, and he is also part of the Board of Directors as an executive director.   They have recruited experienced and highly skilled board members.

## **Key to Success**

ZEEMH has identified four keys that are instrumental to its success:

* develop a niche product that aims to reach a market of boutique coffee lovers,
* deliver exceptional customer service in all aspects of the business cycle,
* attract and retain quality staff,
* creativity, innovation and quality are the pillars the company is founded on.

## **About the Product**

Coffee beans are sourced from selected producers around the world, and they must meet the following characteristics:

* organics and Fair Trade approved,
* be produced on small to medium farms,
* pass the quality control standards of ZEEMH coffee roaster's experts.

The product:

* is roasted daily – an efficient inventory process is key to allow for the product to be shipped and re-stocked fast,
* has won several quality awards from Australian coffee associations,
* delivered free of charge for orders over $ 80.00,
* is packaged using earthbags products ( <https://www.thepackagingpeople.com.au/product/earth-bags/?gclid=EAIaIQobChMI5K3_zNai3QIViGkqCh2mgQX2EAQYBCABEgIjhvD_BwE> ).

## **Target Market**

ZEEMH has identified three distinct customer segments:

* B2B – start-up independent coffee shops that aim to establish themselves as a boutique coffee shop,
* B2B – established independent coffee shops that aim to differentiate their offering from their competition,
* B2C – coffee drinkers that enjoy making good quality coffee at home (speciality coffee drinkers). These buyers buy the beans whole to grind the coffee themselves, for the freshest cup possible. ZEEMH has made a strategic decision not to sell ground coffee (this would increase the cost of production).

## **Objectives**

ZEEMH's objectives are:

* to make ZEEMH an icon brand for speciality coffee drinkers,
* to develop an effective, well-placed e-commerce site for sales of coffee blends direct to the public,
* to expand their market (to increase sales) without giving up on the exclusivity of the brand,
* to maintain and improve infrastructure for the fulfilment of Web-based sales.

## **Vision**

ZEEMH's vision is to be the leader in the innovative and creative production and distribution of superior coffee blends for true coffee lovers.

## **Mission**

ZEEMH's mission is to provide the finest in coffee blends using the Internet to lower the cost to consumer's.  ZEEMH exists to attract and maintain customers who love quality and boutique coffee.  ZEEMH's services are designed and delivered to exceed the expectations of its customers.

## **Values**

ZEEMH:

* strongly values its people,
* promotes quality in every part of the business,
* champions innovation in our approach to business growth,
* supports creativity in our product offering,
* is committed to sustainability in everything we do,
* displays integrity in the way we do business,
* shows care and respect for our customers.

## **Strategic Direction**

ZEEMH's strategy is based on capturing the higher end of the coffee lovers' market.

Also, ZEEMH aims to create a premium brand so that they can eventually capture market share across broader geographic lines.

ZEEMH's competitive edge is:

* quality coffee,
* easy-to-use website,
* superior customer service,
* coffee blends customisation for clients.

The strategic objectives identified by the board of directors are:

* increase brand awareness among B2C and B2B customers,
* increase market share among B2C clients by 20% in the next five years,
* expand to international markets,
* increase market share among B2B clients by 3% in the next three years,
* expand the product line to coffee equipment and Zeemh merchandise,
* identify strategic alliances to expand the company's footprint nationally and internationally,
* consider a HR strategic plan to attract and retain talent in the company,
* improve quality management practices to decrease production and logistic costs and establish the brand as synonymous of quality first,
* improve customer retention and loyalty.

An integrated digital marketing campaign is recommended by the board. However, the board has highlighted how a more traditional form of marketing, such as direct marketing, should be integrated in the overall strategy. ZEEMH's clients like a personal approach to sales and interaction with the company.

The board has committed to:

* $ 210,000 in marketing expenditure for the next financial year
* $ 450,000 in recruitment and improvement of HR practices (including professional development for staff)
* $ 190,000 to quality improvement (including improvements to the roasting facilities in Port Melbourne)

## **The project**

ZEEMH has engaged you as a Project Manager to develop a website for its B2C online coffee making training courses. The courses are part of the marketing strategy to improve brand awareness and recognition, expand to international markets and create strategic alliances.

The parameters of the project that you will have to clarify with the project sponsor are:

* website planning, development, testing and launch to be completed within 3 months from the day the Project Snapshot is approved,
* budget: $ 35,000 including the project team's wages (Project Manager and Project team member engaged for the duration of the project),
* the online course development is excluded from the scope of the project (courses to be developed by a strategic partner, expert in course design); however, the material for the courses must be provided by ZEEMH,
* you can employee-only 1 new resource for the project, the rest of the project team will be internal, and it will comprise of:
* 1 marketing officer, Jack Green, seconded to the project team 2 days/week,
* 1 client service officer, Marcel Red, seconded to the project 3 days/week,
* 2 remote team members from the sales team seconded to the project 1 day/every 2 weeks, Sarah White and Steven Black,
* 1 front desk officer to help with administrative duties in her role as a receptionist for ZEEMH, Laura Brown,
* use of ZEEMH facilities for the duration of the project is approved,
* 2 laptops to be purchased for the project team,
* statement of work:
* plan the website,
* source web developer,
* liaise with the web developer and oversee their work,
* support website testing,
* decide on coffee making courses and liaise with the course developer (example of courses include coffee fundamentals, coffee and spices, cooking with coffee, coffee making at home, filter brewing, cold coffee, speciality coffee, coffee art),
* pricing strategy,
* collect material for coffee making courses (procedures, recipes, information and data) to provide to course developer,
* upload online courses,
* plan website launch: communication strategy via social media including content development,
* plan sales strategy for the first months after launch to achieve 250 enrolments,
* define critical messages for the launch,
* quality requirements:
* reduce user's cognitive effort,
* web site in English, French, Italian, Spanish, Japanese,
* user sign up in max 3 easy steps,
* one clear call to action,
* functional links,
* branded for ZEEMH, conforms with ZEEMH website,
* each page to contain appropriate metadata,
* correct functionality of dynamic content and applications,
* foreground and background colour provide sufficient contrast for both images and text,
* browser compatibility,
* high-quality images,
* google analytics,
* SEO,
* provide seamless and engaging user experience,
* other projects are undertaken by ZEEMH at the same time:
* process improvement for coffee production,
* staff training in using new CRM,
* identify and pursue a strategic alliance to export coffee to Japan,
* known risks:
* staff seconded to project work is already at capacity; the additional workload may impact on their work performance,
* lack of project management knowledge in the organisation,
* competing priorities due to concurrent projects,
* use of internal staff could stretch the project team capabilities,
* high-staff turnover in the client service team,
* product recall for a new blend of coffee due to safety risk to the client has negatively impacted ZEEMH' s reputation for quality and a public relation effort is currently underway,
* financial resources are stretched due to investment in different projects.

## **Project conditions**

1. Six to eight team members (two to four students plus four virtual team members) who must be utilised and budgeted for. COO (project sponsor, the assessor), will determine the composition of the project team.
2. The structure of the work should include roles for the project sponsor, technical experts, quality assurance of deliverables, project manager (yourself initially and, after provisional approval, as negotiated with your team), and roles and responsibilities for each team member to achieve the deliverables according to standards, etc.
3. All reasonable resources (e.g. access to a room, computers, software and templates) will be provided. (Paper and telecommunications costs, for example, to be covered by students.) All resources must be costed and included in your budget.
4. Your COO (project sponsor, the assessor) will clarify project deliverables—for example, presentations, information sessions, posters, promotional materials, etc. You may determine your own specific deliverables so long as they are agreed to with stakeholders, meet project objectives, and adhere to budgetary constraints.
5. Project timeframe 3 months from the day the Project Snapshot is approved.
6. The project should include design, development, implementation and evaluation stages (with periodic quality review).
7. Project status reports are due at 25%, 50% and 75% of allotted timeframe.
8. The project must be coordinated with other organisational projects, operations, etc.
9. XYZ policies and procedures are provided in a separate folder.