# Social Media Page Project Proposal



Presented by:

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Presented to:

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## I.     Information Gathering

Name of Company/Industry/Institution:  Jasser General Merchandise

## Business Operations:

A merchandise business mainly retailing a range of Dakki products as well as other imported clothes and linen brands. They communicate with customers by phone and deliver the ordered products door-to-door. They mostly transact with mutual friends and interested people on facebook. They procure most of their stocks in a Dakki branch located in Davao.

## Transactions Involved:

1.  Cash payment

## How they manage their business operations/projects?

The business is being ran by 2 persons who interchange with their responsibilities of receiving messages/calls from customers and delivering the product to the customer. The assessing and approving of projects proposed are accomplished by both.

## How they execute their project plan?

Projects are mainly executed after the approval from the both of them where all the responsibilities are shared.

## Current Issues/concerns needs to be address:

1. Lack of sales.

2. No website or social media.

## II.  Problem Identification and Project Goal Setting

**Problem Statement**

The general merchandise business is facing challenges in garnering enough customer to reach minimum sales due to lack of marketing.

**Goals**:

1. Increase popularity of the business online.

2. Increase sales by at least 3 customers every month.

3. retain a minimum of 1 customer every month.

**Objectives**:

1. Create a Facebook page.

2. Have a minimum of 2 Facebook posts to generate traffic.

3. Implement automated messaging in the Facebook page's chat messenger.

**Scope and Purpose of the Project**

The project will cover the creation of a Facebook page with an automated FAQ messaging in the chat app, and will also assist with the production of Facebook posts for approximately 1 month. However, this will not cover the full-time management of the Facebook page.

## III.  Project System Model

Project Title: Social Media Page Project

**The current state of the system**

Traditional telecommunication of contacting and receiving customers which causes

delay on response, and difficulty on garnering new customers.

**Purpose:**
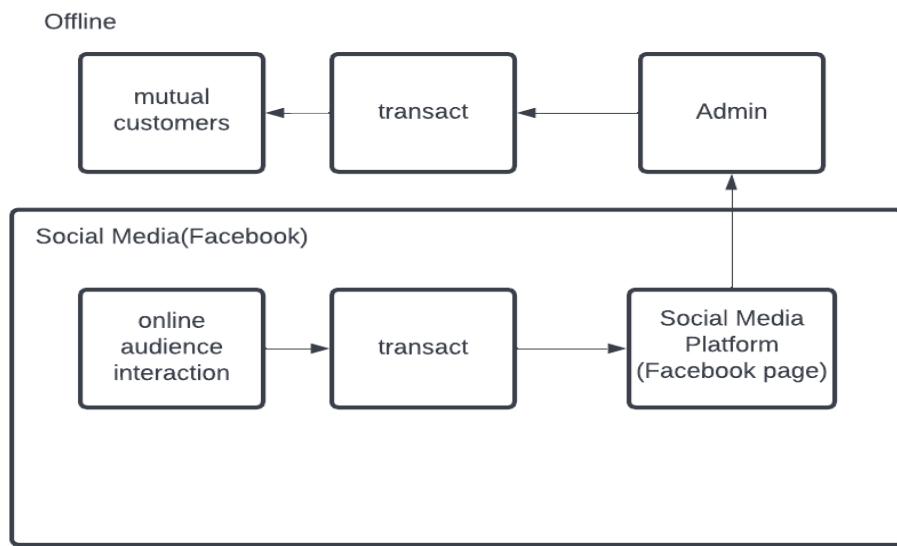
1. Increase popularity of the business online.

2. Increase sales by at least 3 customers every month.

3. retain a minimum of 1 customer every month.

**Objectives**:

The project should be able:

    1. Create a Facebook page.

    2. Have a minimum of 2 Facebook posts to generate traffic.

    3. Implement automated messaging in the Facebook page's chat messenger.

**PROJECT FRAMEWORK**

Offline

```
┌─────────────┐      ┌─────────────┐      ┌─────────────┐
│   mutual    │ ←──  │   transact  │ ←──  │    Admin    │
│  customers  │      │             │      │             │
└─────────────┘      └─────────────┘      └─────────────┘
                                                 ↑
┌──────────────────────────────────────────────────────────┐
│ Social Media(Facebook)                          │        │
│                                                 │        │
│  ┌─────────────┐    ┌─────────────┐    ┌─────────────┐   │
│  │   online    │ →  │   transact  │ →  │Social Media │   │
│  │  audience   │    │             │    │  Platform   │   │
│  │ interaction │    │             │    │(Facebook    │   │
│  └─────────────┘    └─────────────┘    │  page)      │   │
│                                        └─────────────┘   │
│                                                          │
└──────────────────────────────────────────────────────────┘
```

## IV.    Project Methodology

**GANTTPRO**
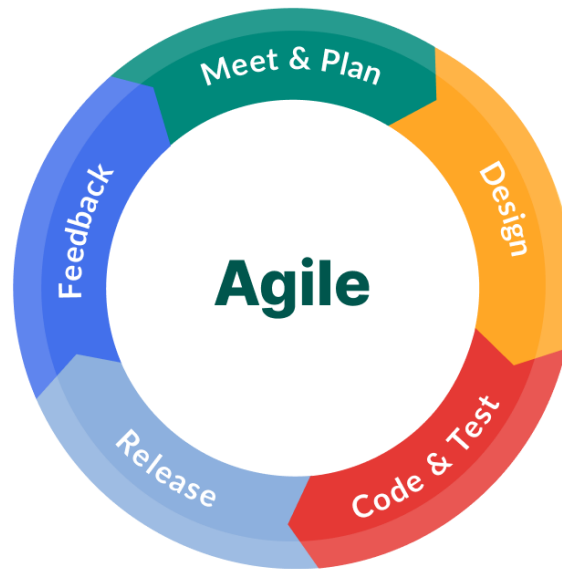


The project will use agile methodology where it will first start with the initiation phase proceeding to the production, then the closing. The agile method will be used in the production phase where it will be divided into 3 sprints or 3 production deliverables based on user requirements before it moves to the execution phase. Each sprint will consist of planning, designing, developing, presenting to the client, and ask for feedback until satisfactory result is achieved. Client satisfaction must be achieved before proceeding to the next sprint.

A.  **DEVELOPMEMT METHODOLOGY**

- **Agile Methodology**

**B. TESTING METHODS**

1. **Configuration testing**

2. **Usability testing**

**C. STRATEGIES IN DEVELOPMENT**

- **In-House: Experienced Social Media page maker, Blogger**

- **Software: Social Media Platform specifically Facebook**

- **Browser: Google Chrome**

**D. SYSTEM DEPLOYMENT AND ACTIVITIES**

- **Deployment: Facebook platform website/app using laptop**

**Activities**

1. **Create functional Facebook page in line with client's preference.**

2. **Implement automations.**

3. **Market test run by creation of posts.**

4. **Review and revise functionality and features.**

**E. MANAGEMENT OF THE PROJECT**

- **Management: Jasser General Merchandise Owner**

**Readiness and Capability of Recipients:**

1. Acceptance by owner

**F. STRATEGIES IN ACCEPTANCE OF THE PROJECT**

**1. Facebook page validation by owner**

**2. Weekly report of page performance for maximum of 1 month**

## V. Work Breakdown Structure
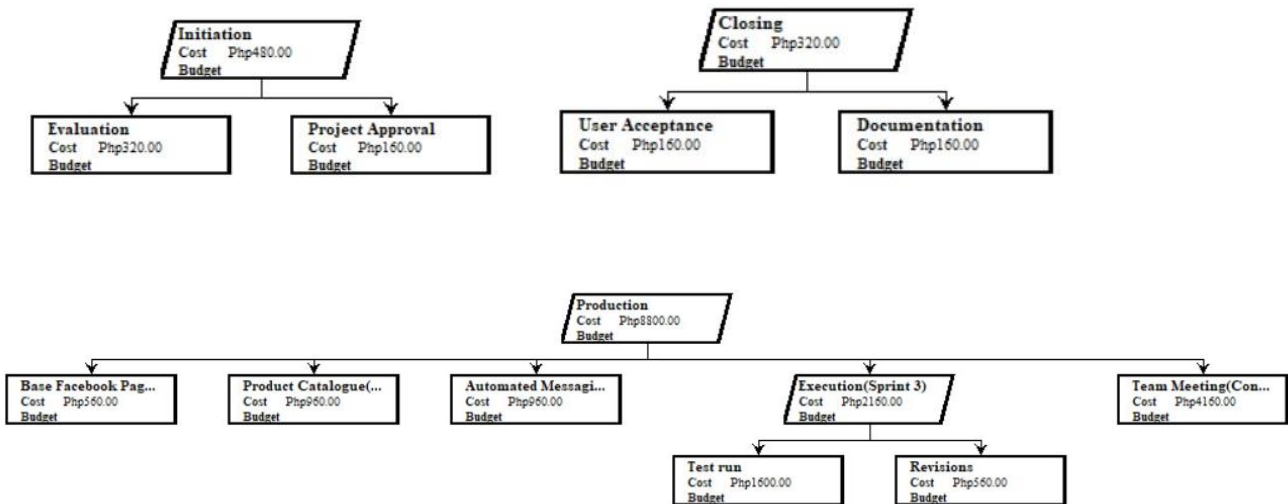
*Figure 1. Work Breakdown Structure*

| Level 1 | Level 2 |
|---------|---------|
| **INITIATION** | **1.1 Evaluation**<br><br>**1.2 Project Approval** |
| **PRODUCTION** | **2.1 Base Facebook Page**     **SPRINT 1**<br><br>**2.2 Product Catalogue**     **SPRINT 2**<br><br>**2.3 Automated Messaging**     **SPRINT 3**<br><br>**2.4 EXECUTION**<br><br>**2.4.1 Test Run**<br><br>**2.4.2 Revisions**<br><br>**2.5 Team meeting (Control)** |
| **CLOSING** | **3.1 User Acceptance**<br><br>**3.2 Documentation** |

*Table 1. Work Breakdown Structure Levels*

The table above shows the Work Breakdown Structure to be used for the project. The WBS indicates the division of the work in phases which are broken down to specific activities to achieve the project goal.

## VI.    Project Team

**External Interfaces**
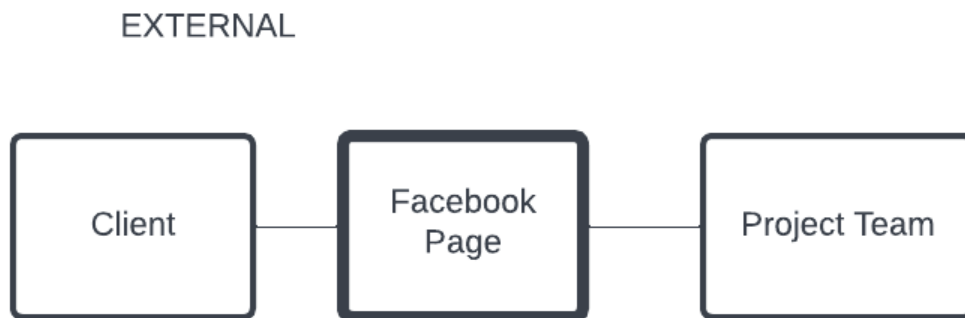


*Figure 2. Project Team - External Interfaces*

The figure above shows the external interfaces of the project. The Facebook page is developed by the project team. The Client will operate and use the Facebook page after it is completed.

**Internal Interfaces**
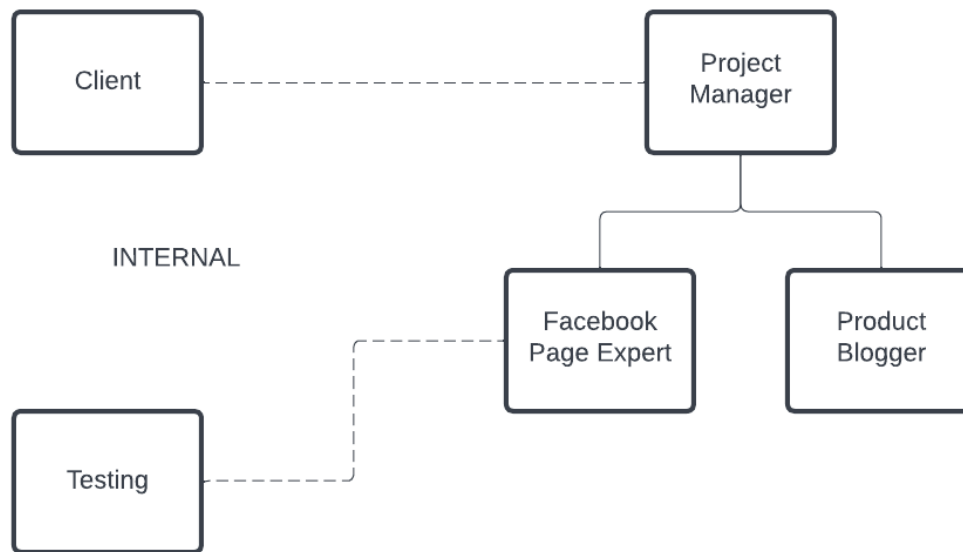
*Figure 3. Project Team – Internal Interfaces*

The figure above shows the internal interfaces of the project. The project manager manages the Facebook Page Expert and the Product Blogger. The project manager consults the client for the updates of the project progress. The Facebook page expert conduct the testing.

**VII.    Project Cost**

**Role Assignment**

| Name | Type | Initial | Max Units | Standard rates | Ovetime rates | Cost per use | Cost Accrue | Base Calendar |
|------|------|---------|-----------|----------------|---------------|--------------|-------------|---------------|
| Abdul Aziz Uy | Work | A | 1 | 10/hour | 40/hour | 0 | Prorated | Standard |

*Table 2. Roles*

**WBS**
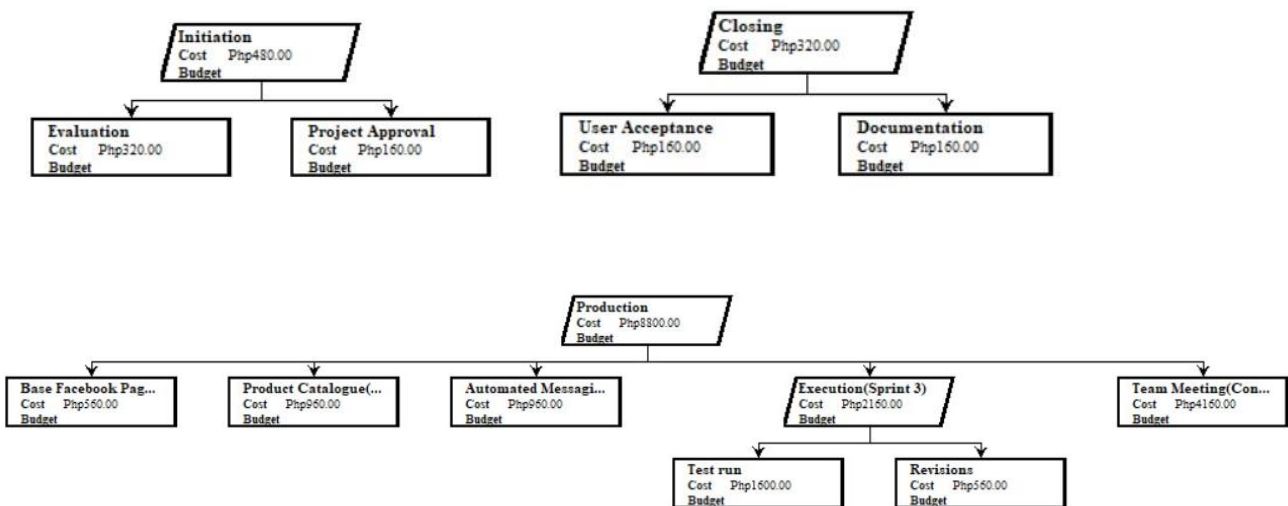


*Figure 1. Work Breakdown Structure*

**VIII. Project Monitoring**

**Gantt Chart**

| Name | Duration | Start | Finish | predecessor | Resource name |
|---|---|---|---|---|---|
| **Initiation** | 6 days | 3/22/23 8:00 AM | 3/29/23 5:00 PM | | |
| **Evaluation** | 4 days | 3/22/23 8:00 AM | 3/27/23 5:00 PM | | Abdul Aziz Uy |
| **Project Approval** | 2 days | 3/28/23 8:00 AM | 3/29/23 5:00 PM | 2 | Abdul Aziz Uy |
| **Production** | 52 days? | 3/30/23 8:00 AM | 06/09/2023 17:00 | | |
| **Base Facebook Page(Sprint 1)** | 7 days | 3/30/23 8:00 AM | 04/07/2023 17:00 | 3 | Abdul Aziz Uy |
| **Product Catalogue(Sprint 2)** | 12 days | 04/10/2023 8:00 | 4/25/23 5:00 PM | 5 | Abdul Aziz Uy |
| **Automated Messaging(Sprint 3)** | 12 days | 4/26/23 8:00 AM | 05/11/2023 17:00 | 5;6 | Abdul Aziz Uy |
| **Execution(Sprint 3)** | 20 days | 05/12/2023 8:00 | 06/08/2023 17:00 | | |
| **Test run** | 20 days | 05/12/2023 8:00 | 06/08/2023 17:00 | 7;6 | Abdul Aziz Uy |

| | | | | | |
|---|---|---|---|---|---|
| **Revisions** | 7 days | 5/26/23 8:00 AM | 06/05/2023 17:00 | | Abdul Aziz Uy |
| **Team Meeting(Control)** | 52 days? | 3/30/23 8:00 AM | 06/09/2023 17:00 | 3 | Abdul Aziz Uy |
| **Closing** | 2 days | 06/09/2023 8:00 | 06/12/2023 17:00 | | |
| **User Acceptance** | 2 days | 06/09/2023 8:00 | 06/12/2023 17:00 | 9 | Abdul Aziz Uy |
| **Documentation** | 2 days | 06/09/2023 8:00 | 06/12/2023 17:00 | 9 | Abdul Aziz Uy |



## Project Schedule

| Name | Work | Work Contours | Assignment Delay | Leveling Delay | Cost Rate |
|---|---|---|---|---|---|
| Abdul Aziz Uy | 960 hours | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Evaluation | 32 hours | Flat | 0 days | 0 days | Rate A |
| Base Facebook Page(Sprint 1) | 56 hours | Flat | 0 days | 0 days | Rate A |
| Test run | 160 hours | Flat | 0 days | 0 days | Rate A |
| Revisions | 56 hours | Flat | 0 days | 0 days | Rate A |
| Documentation | 16 hours | Flat | 0 days | 0 days | Rate A |
| Product Catalogue(Sprint 2) | 96 hours | Flat | 0 days | 0 days | Rate A |
| Team Meeting(Control) | 416 hours | Flat | 0 days | 0 days | Rate A |
| Automated Messaging(Sprint 3) | 96 hours | Flat | 0 days | 0 days | Rate A |
| User Acceptance | 16 hours | Flat | 0 days | 0 days | Rate A |
| Project Approval | 16 hours | Flat | 0 days | 0 days | Rate A |

**Timeboxing**

Timeboxing
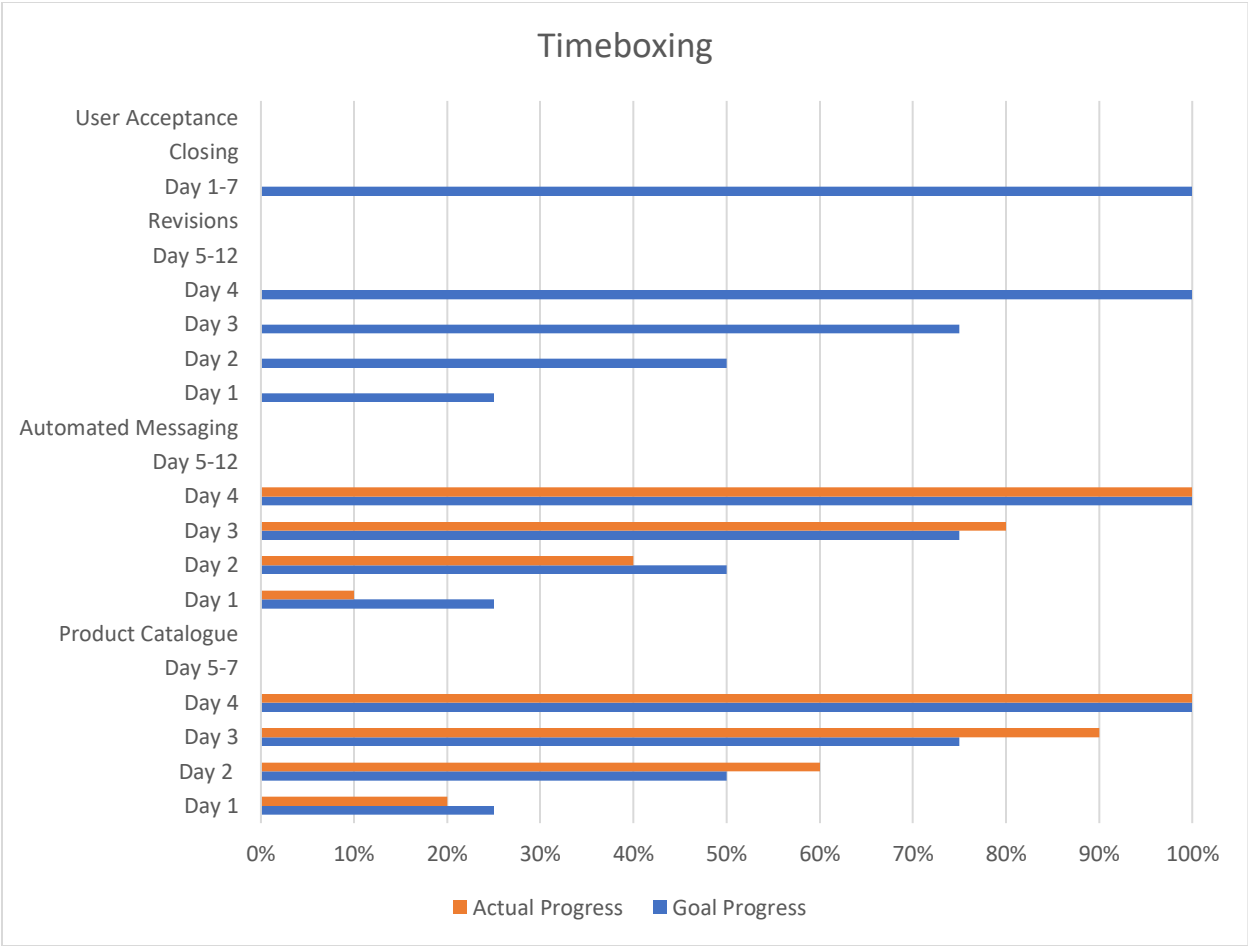
| Deliverables | Goal Progress | Actual Progress |
|---|---|---|
| **Base Facebook Page** | | |
| **Day 1** | 25% | 20% |
| **Day 2** | 50% | 60% |
| **Day 3** | 75% | 90% |
| **Day 4** | 100% | 100% |
| **Day 5-7** | Slack | |
| **Product Catalogue** | | |

| | | |
|---|---|---|
| Day 1 | 25% | 10% |
| Day 2 | 50% | 40% |
| Day 3 | 75% | 80% |
| Day 4 | 100% | 100% |
| Day 5-12 | Slack | |
| Automated Messaging | | |
| Day 1 | 25% | |
| Day 2 | 50% | |
| Day 3 | 75% | |
| Day 4 | 100% | |
| Day 5-12 | Slack | |
| Revisions | | |
| Day 1-7 | 100% | |
| Closing | | |
| User Acceptance | Satisfactory | |

## Project Success Metrics

### User Requirements

| Base Facebook Page | Expected | Actual |
|---|---|---|
| Feature1 | ✓ | |

| | | |
|---|---|---|
| Feature2 | ✓ | |
| Feature3 | ✓ | |
| Product Catalogue | ✓ | |
| Feature1 | ✓ | |
| Feature2 | ✓ | |
| Feature3 | ✓ | |
| Automated Messaging | ✓ | |
| Feature1 | ✓ | |
| Feature2 | ✓ | |
| Feature 3 | ✓ | |

**Sales Count**

| Test run weeks | Interaction Goal | Actual | Sales Goal | Actual |
|---|---|---|---|---|
| 1st week | >5 | | >2 | |
| 2nd week | >5 | | >2 | |
| 3rd week | >5 | | >2 | |
| | | | | |
| total | >15 | | >6 | |

# Dashboard



**PROJECT DASHBOARD**

Team Leader: Abdul Aziz M. Uy
Members: Abdul Aziz M. Uy

| Name | Start | Finish | Duration | Days Co | Progress | Budget |
|---|---|---|---|---|---|---|
| Initiation | | | | | | |
| Evaluation | 22/03/2022 | 28/03/2022 | 4 | 4 | 1 | 0 |
| Project Approval | 28/03/2023 | 30/03/2023 | 2 | 2 | 1 | 0 |
| Production | | | | | | |
| Base Facebook Page(Sprint 1) | 30/03/2023 | 10/04/2023 | 7 | 4 | 0.5 | 100 |
| Product Catalogue(Sprint 2) | 10/04/2023 | 26/04/2023 | 12 | 4 | 0.3 | 400 |
| Automated Messaging(Sprint 3) | 26/04/2023 | 12/05/2023 | 12 | 2 | 0.1 | 400 |
| Execution(Sprint 3) | | | | | | |
| Test run | 12/05/2023 | 09/06/2023 | 20 | 0 | 0 | 100 |
| Revisions | 26/05/2023 | 06/06/2023 | 7 | 0 | 0 | 100 |
| Team Meeting(Control) | 30/03/2023 | 12/06/2023 | 52 | 12 | 0.33 | 200 |
| Closing | | | | | | |
| User Acceptance | 09/06/2023 | 13/06/2023 | 2 | 0 | 0 | 0 |
| Documentation | 09/06/2023 | 13/06/2023 | 2 | 0 | 0 | 0 |

**PROJECT PROGRESS**

Days Completed / Days Remaining — 23%

Not Started: 4, In Progress: 4, Completed: 2

Total Budget 1300

Timeboxing (Goal Progress / Actual Progress)

**Sales Count**



Series1  Series2  Series3  Series4

| | 1st week | 2nd week | 3rd week |
|---|---|---|---|
| Series1 | 5 | 5 | 5 |
| Series3 | 2 | 2 | 2 |

**USER REQUIREMENTS**



Result

| | |
|---|---|
| Base Facebook Page | |
| Feature1 | 1 |
| Feature2 | 1 |
| Feature3 | 1 |
| Product Catalogue | |
| Feature1 | 1 |
| Feature2 | |
| Feature3 | |
| Automated Messaging | |
| Feature1 | |
| Feature2 | |
| Feature 3 | |