ICTPMG613 AssessmentTask

Project Name:

Technological modernisation of software and hardware systems at Boutique Build Australia

Design and implementation of a modern website at Boutique Build Australia

Strategic Plan  
Boutique Build Australia

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Executive Summary

Established in 2010, Boutique Build Australia is a building company specialising in the design and building of high-quality designer homes for the Sydney metropolitan and surrounding areas.

Our vision – to be the best home builder in Australia – drives everything we do, from the friendly greeting we give to customers at our display centre, to our supplier relationships and to our employees’ professional development.

Vision

To be the best quality home builder in Australia.

Our values are:

The core values underpinning our activities are:

* Quality
* Innovation
* Leadership
* Respect
* Honesty and reliability

Our policies:

In order to meet our core values, we have policies in these areas:

* Quality control
* High-quality and timely customer service
* Continuous improvement
* Customer complaints and feedback
* Respectful, sensitive and transparent work practices
* Work health and safety, to protect our staff and our customers
* Compliance against relevant Australian Standards, state and federal legislation and regulations

Strategic Goals

**To be well led, high performing, profitable and accountable**

* Ensure that all financial operations, performance indicators and results support the strategic policies
* Identify new and expand existing sources of revenue
* Achieve profits of at least 10% per annum
* Increase sales of homes in current Sydney market by 10% per annum over the next three years
* Establish a presence in Queensland and build at least 100 new homes in Brisbane and its surrounding areas during the period of the Strategic Plan, beginning 2020
* Plan expansion into other Australian states and territories during the second half of 2021.

**Set up and operate a permanent model home**

* Give potential customers the experience of being in a high-quality home
* Demonstrate new environmentally friendly building techniques
* Provide a point of reference for customers
* Improve brand recognition.

**Attract, engage and develop the best staff**

* Continuing the drive to a customer centred, high performance workforce and culture
* Strengthening the skills of our people, to better support customer needs
* Continuing to enhance the diversity of our workforce.

Situation Analysis

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Value and quality * Strong management * Customer loyalty * Friendly organisational culture * Level of available finance for investment | * Focus on Sydney market only * Brand name not developed as yet * High turnover of casual workforce * Poor IT infrastructure * Lack of diversity in workforce |
| **Opportunities** | **Threats** |
| * Housing sector experiencing growth * Potential for growth in Brisbane and Sunshine Coast market * Innovation in environmental housing * Many advertising channels unexplored | * Environmental effects * Changes in Industry/ Government legislation affecting construction industry * Possible adverse effects of government policy formulation * High level of competition * Predicted uncertainties in the world economy impacting level of demand for housing * Low price competitors * Failing to satisfy client demands |

Marketing Strategies

Our marketing strategies aim to:

* build trust
* generate leads now and convert those leads quickly
* demonstrate our commitment to deeper customer engagement.

We plan to develop our market share by:

* Improving our marketing and advertising
* Setting up a permanent model home near a popular shopping centre to increase interaction with potential customers.
* Placing brand recognition advertisements in the Sydney Domain Magazine
* Continually improving communication channels with all our stakeholders, ensuring a flow of timely and accurate information to facilitate effective planning and decision making
* Targeting identified growth markets with planned, market appropriate campaigns employing a variety of promotional strategies and advertising mediums
* Offering attractive fee structures to our clients
* Continually improving the skills, knowledge and effectiveness of Boutique Build Australia through our commitment to training and development
* Regularly reviewing the effectiveness of all our operations and making improvements when and where necessary.

Project management plan

Project overview

*Provide a brief explanation of the background of the project.*

Project methodology

*Provide a brief explanation of the project methodology chosen and rationale. Include reference to tailoring required.*

Objectives

*Benefits that the project intends to achieve.*

Scope

*Document the project scope.*

Assumptions and constraints

*List assumptions and constraints.*

Deliverables

*List project deliverables.*

Roles and responsibilities

*Identify the roles of the project team.*

Risk management plan

*List the major risks that could be expected for this type of project, as well as consequences of the risk occurring (add more rows as required). Use the risk management legend below.*

| **Risk** | **Likelihood** | **Severity** | **Treatment/control methods** |
| --- | --- | --- | --- |
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| --- | --- | --- | --- | --- | --- | --- |
| **Likelihood** |  | **Impact** | | | | |
|  | Negligible | Minor | Moderate | Significant | Severe |
| Very likely | Low Medium | Medium | Medium High | High | High |
| Likely | Low | Low Medium | Medium | Medium High | High |
| Possible | Low | Low Medium | Medium | Medium High | Medium High |
| Unlikely | Low | Low Medium | Low Medium | Medium | Medium High |
| Very unlikely | Low | Low | Low Medium | Medium | Medium |