

# Project Management Portfolio

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## Executive Summary

This report defines a comprehensive marketing strategy for the Augmented Reality (AR) Vehicle Maintenance System, an innovative solution designed to improve the efficiency and accuracy of automotive maintenance tasks. Targeted primarily at automotive technicians, repair centers and manufacturers, the system uses AR technology to deliver real-time digital guidance.

The marketing strategy, based on the 5Ps of marketing – Product, Price, Place, Promotion and People – employs a structured approach to achieve its goals. The strategy includes different activities like mind mapping, the development of a Work Breakdown Structure (WBS), and the creation of action plans. Key plans include trade show participation and email campaign for awareness and direct engagement with industry professionals.

Using MS Project, tasks were scheduled, following with resource allocation and staff cost estimations, to ensure efficiency.

## 1.0 Introduction

The main goal of this report is to plan and implement the marketing strategy of the Augmented Reality Vehicle Maintenance System. This system aims to incorporate augmented reality into vehicle maintenance in order to improve the tasks performed by technicians as it targets them as end users.

The marketing strategy for this project will depend on the 5Ps of marketing — Product, Place, Price, Promotion and People — which provide a key structure for analyzing and promoting the product.

### 1.1 The 5Ps of Marketing

The 5 Ps of marketing represent fundamental values that make up the foundation of marketing and they are an essential part of a successful marketing strategy. These five elements are: **product, place, price, promotion and people**.

The **product** element refers to the item or service that a company offers to its customers. It includes the physical product, branding, design, quality, features and benefits. We already covered this in the feasibility study and technical documents.

The **place** refers to the location where the targeted customers can purchase the product. It includes distribution channels, logistics, market coverage and levels of service.

The **price** indicates the amount that customers pay for the product. It comprises the cost of goods, profit margins, pricing strategy, discounts and promotional offers.

The **promotion** refers to the marketing tactics that a company uses to promote its products. It includes advertising, sales promotions, public relations, personal selling and digital marketing.

The **people** element concerns the individuals who are involved in the production, distribution and consumption of the product. It includes employees, customers, suppliers and partners.

## 2.0 Workshop Activities for Planning and Scheduling

### 2.1 Planning using Mind Maps and Work Breakdown Structure

The marketing plan will employ **mind maps** to visually organize strategies around the 5Ps: Product, Price, Place, Promotion and People.

This mind map structure serves as the foundation for creating the **Work Breakdown Structure (WBS)**, which translates high-level goals into smaller tasks.

### 2.1.1 Project Brief

This marketing plan is focused on placing the AR system as an innovative, practical and user-friendly solution for vehicle maintenance. The plan defines goals, work packages, target audience strategies and timelines for execution.

**Product.** The AR system simplifies vehicle maintenance by overlaying digital guidance in real-time. It aims to reduce errors, improve efficiency and provide interactive instructions.

Product related information is already covered in the technical report, it is not the focus of this report.

**Price.** Pricing strategy will take into account all the costs of development and deployment, and will have to be competitive to sink in the market efficiently. This will be discussed later on.

**Place.** The AR Vehicle Maintenance System will be marketed through multiple channels, ensuring visibility to the target audience. Special interest will be on participation in trade shows and conferences, like the Consumer Electronics Show (CES) in Las Vegas.

#### **Work Packages:**

- **Trade Show:** perform demonstrations, at events like CES, to reach automotive professionals.
- **Conferences:** participate in conferences to network with industry leaders and potential customers.
- **Direct Sales:** build partnerships with service centers.

**Promotion.** The promotion will combine multiple channels, like digital campaigns and event participation, to raise brand recognition and maximize reach.

#### **Work Packages:**

- **Email Campaign:** design and distribute email campaign for repair centers and manufacturers.
- **Plan Trade Show:** develop a detailed strategy for trade show participation.
- **Go to Trade Show:** execute trade show activities.

**People.** The system focuses on the needs of automotive technicians and manufactures, which means it is a product of interest to automotive repair centers and automotive manufacturing companies.

### Work Packages:

- **Vehicle Repair Centers:** establish relationships with vehicle repair centers.
- **Vehicle Manufacturing Companies:** partner with automotive manufacturers.

## 2.1.2 Mind Maps

The mind map organizes marketing activities into categories that correspond to the 5Ps of marketing.

### 2.1.2.1 Drawing Mind Maps

This mind map illustrates the marketing strategy for the AR Vehicle Maintenance System, structures around the 5Ps: Product, Price, Place, Promotion and People, including key marketing activities in each of the Ps.

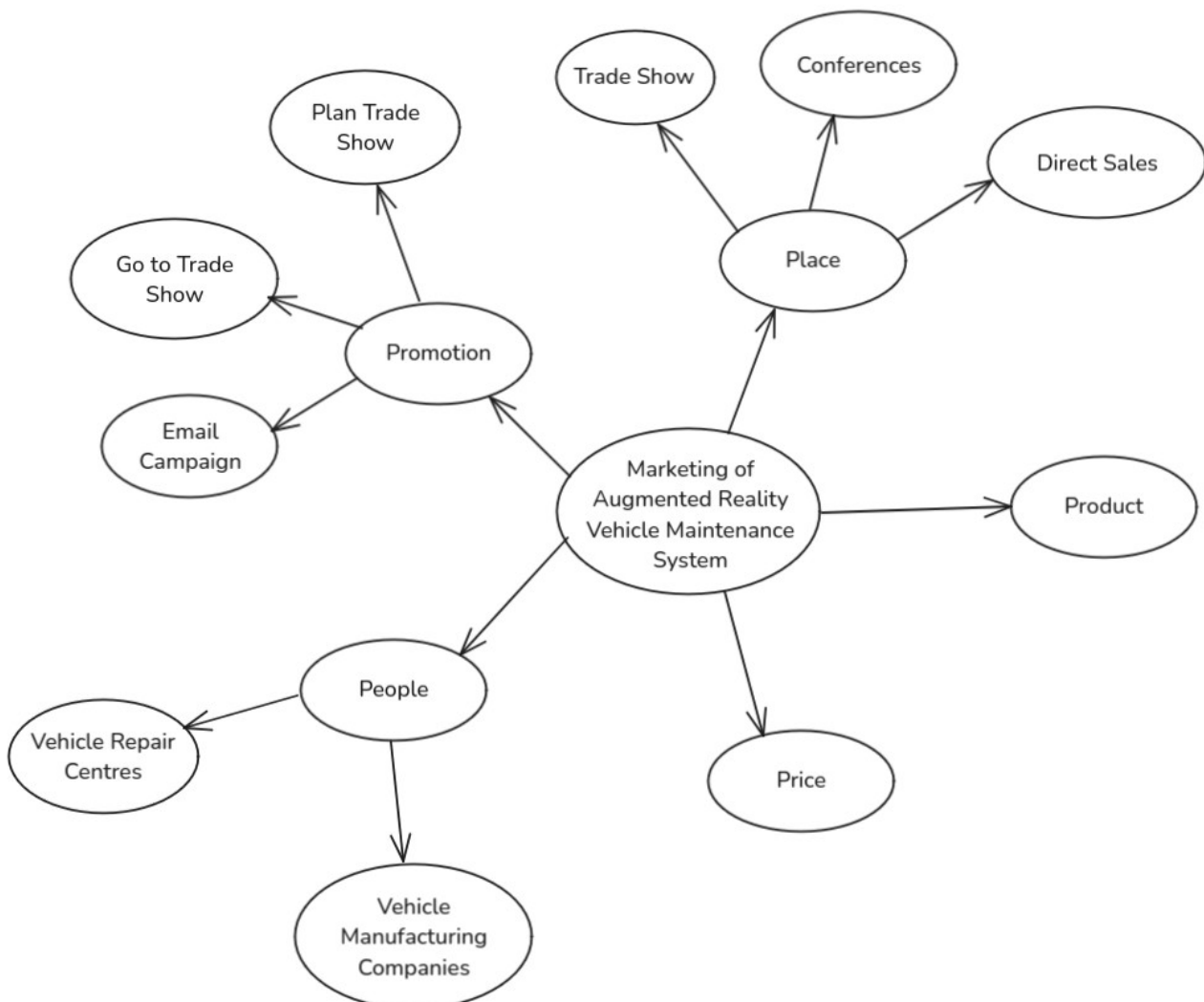


Figure 2.1.2.1 Mind Map for Marketing Plan

### 2.1.3 Work Breakdown Structure

The Work Breakdown Structure provides a clear breakdown of all tasks and activities required to complete the marketing plan for the AR Vehicle Maintenance System. It organizes the project into work packages, ensuring a structured approach to achieve the marketing goals. The WBS enables precise planning as it divides the overall strategy into smaller activities. Each work package corresponds to a key aspect of the marketing plan.

#### 2.1.3.1 WBS for Work Package 1: Identify Target Audience

This work package focuses on understanding the needs and characteristics of users and stakeholders. It involves conducting market research and analyzing possible customers.

Reference from: <https://www.marketingevolution.com/marketing-essentials/target-audience>

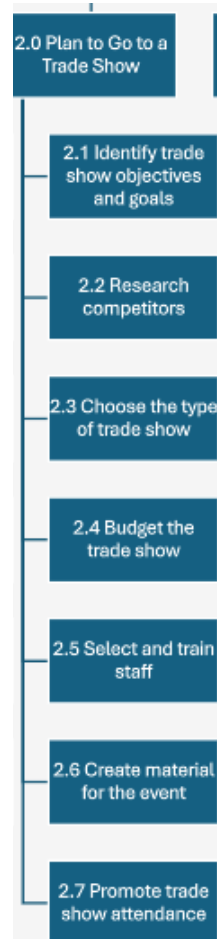


*Figure 2.1.3.1  
WBS of WP 1  
Identify Target  
Audience*

### 2.1.3.2 WBS for Work Package 2: Plan to Go to a Trade Show

This work package involves the strategic planning for attending trade shows. Activities include setting objectives, budgeting, equipment and staff preparation.

Reference from: <https://memberclicks.com/blog/how-to-plan-a-trade-show/>



*Figure  
2.1.3.2.1 WBS  
of WP 2 Plan  
to Go to a  
Trade Show*



### 2.1.3.3 WBS for Work Package 3: Go to a Trade Show

This work package covers the participation in a trade show. It focuses on setting up the booth, engaging with attendees, demonstration and collecting contact information of key customers.

Reference from: <https://www.mncpa.org/market-to-cpas/events/articles/tradeshow-exhibitor-tips/>



Figure  
2.1.3.3.1  
WBS of WP 3  
Go to a Trade  
Show

#### 2.1.3.4 WBS for Work Package 4: Create Email Campaign

This work package involves designing and executing an email marketing campaign targeted at the selected audience.

Reference from: <https://business.adobe.com/blog/basics/guide-to-email-marketing>

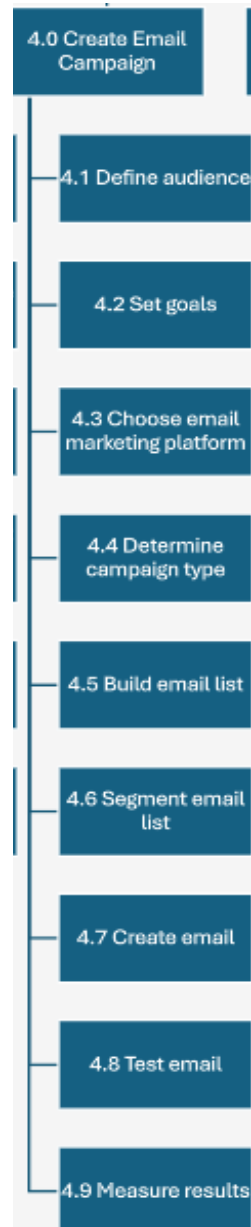


Figure 2.1.3.4.1  
WBS of WP 4  
Create Email  
Campaign

#### 2.1.3.5 WBS for Work Package 5: Sell at a Trade Show

This work package is related to achieving sales goals at the event. It includes training staff on sales strategies and presenting the product.

Reference from: <https://www.exhibitstudios.com/blog/sell-trade-show/>



*Figure 2.1.3.5.1  
WBS of WP 5  
Sell at a Trade  
Show*

### 2.1.3.6 Drawing the WBS Diagram

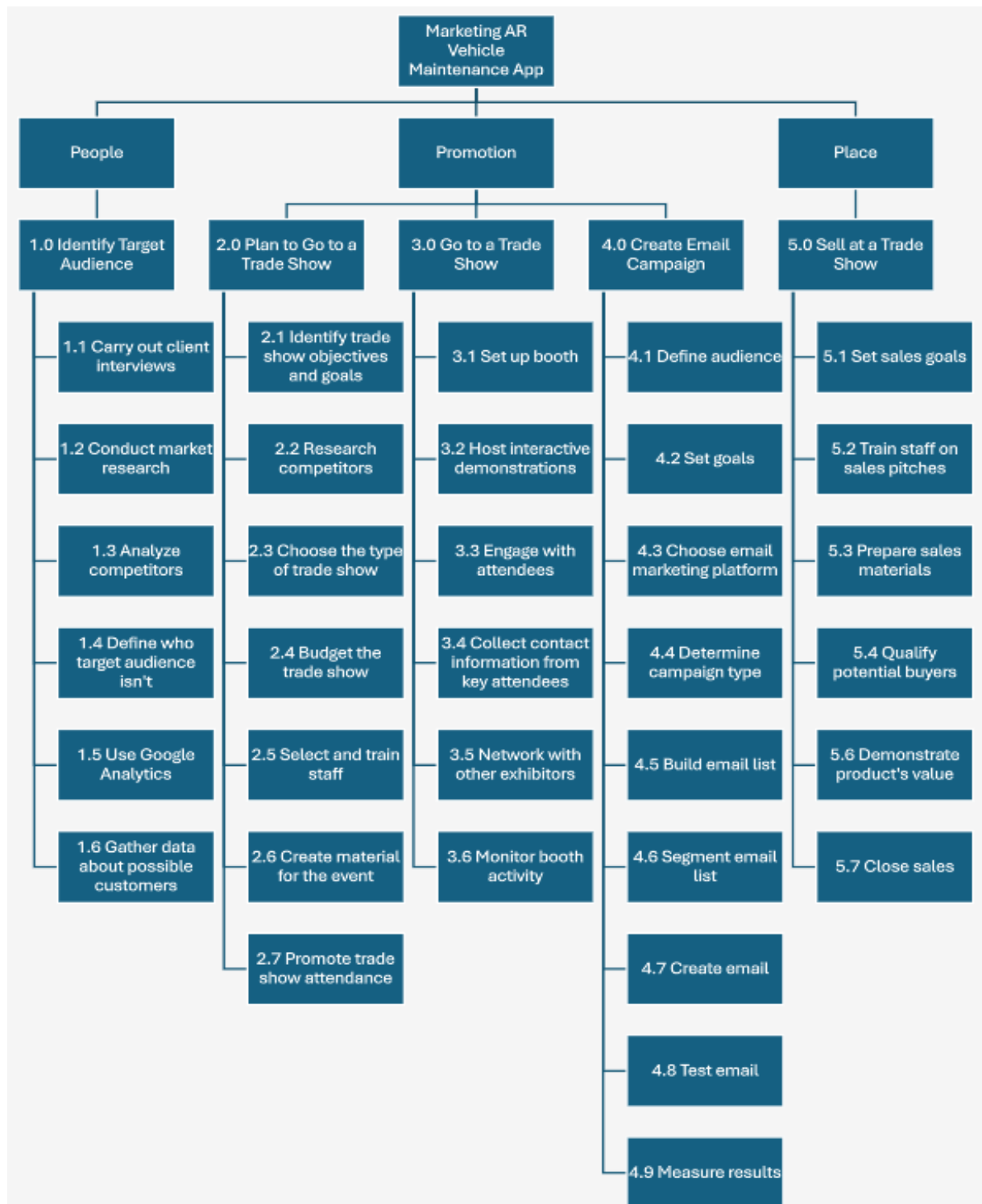


Figure 2.1.3.6.1 WBS Diagram

## 2.2 Completing the WBS and Creating Action Plans

The Work Breakdown Structure (WBS) is designed to decompose the overall marketing project into smaller, manageable work packages. Each work package contains detailed tasks, defined roles, resources, timelines and deliverables. By breaking the project into these elements, the WBS makes it easier for tracking, control and execution.

### 2.2.1 Action Plans

Action Plans translate the work packages and tasks identified in the WBS into a detailed road-map for execution. For each work package, an action plan specifies:

- **Resources:** identification of the equipment, material and manpower needed to complete a task.
- **Predecessor Tasks:** tasks that need to be completed before the current task can start.
- **Duration:** estimated time to complete each task, or start and finish time and date.
- **Responsible Owner:** person who is responsible from completing or supervising the task.

## 2.2.2 Drawing the Action Plans

### 2.2.2.1 Action Plan 1 for Work Package 1: Identify Target Audience

Action Plan 1 for WP 1: Identify Target Audience					
<b>Deliverables:</b> Target Audience Identified					
<b>Measures of Accomplishment / Milestones:</b> Market research done Analysis report completed					
<b>Key Constraints and Assumptions:</b> Availability of market research tools Access to industry reposts and historical data					
Task No.	Tasks	Estimated Resources	Immediate Predecessor Tasks	Estimated Time Duration	Assigned to
1.0	Identify target audience	-	-	-	-
1.1	Carry out client interviews	Marketing Assistant, Interview Tools	-	5 days	Marketing Assistant 1
1.2	Conduct market research	Research Analyst, Market Research	1.1	5 days	Research Analyst 1
1.3	Analyze competitors	Marketing Assistant	1.2	3 days	Marketing Assistant 1
1.4	Define who target audience isn't	Marketing Assistant	1.3	1 day	Marketing Assistant 1
1.5	Use Google Analytics	IT Specialist, Research Analyst	1.4	3 days	IT Specialist 1
1.6	Gather data about possible customers	Research Analyst	1.5	3 days	Research Analyst 1

### 2.2.2.2 Action Plan 2 for Work Package 2: Plan to Go to a Trade Show

Action Plan 2 for WP 2: Plan to Go to a Trade Show					
<b>Deliverables:</b> Trade Show planned					
<b>Measures of Accomplishment / Milestones:</b> Trade Show chosen Materials designed					
<b>Key Constraints and Assumptions:</b> Trade show participation budget approved Staff members IDs and documentation					
Task No.	Tasks	Estimated Resources	Immediate Predecessor Tasks	Estimated Time Duration	Assigned to
2.0	Plan to go to a trade show	-	-	-	-
2.1	Identify trade show objectives and goals	Marketing Assistant	-	3 days	Marketing Assistant 1
2.2	Research competitors	Research Analyst	2.1	5 days	Research Analyst 1
2.3	Choose the type of trade show	Marketing Assistant	2.2	2 days	Marketing Assistant 1
2.4	Budget the trade show	Finance Assistant	2.3	2 days	Finance Assistant 1
2.5	Select and train staff	Training Specialist, Training Tools	2.4	4 days	Training Specialist 1
2.6	Create material for the event	Marketing Assistant, Marketing Materials	2.5	6 days	Marketing Assistant 1
2.7	Promote trade show attendance	Social Media Assistant, Campaign Tools	2.6	5 days	Social Media Assistant 1

### 2.2.2.3 Action Plan 3 for Work Package 3: Go to a Trade Show

Action Plan 3 for WP 3: Go to a Trade Show					
<b>Deliverables:</b> Went to a trade show					
<b>Measures of Accomplishment / Milestones:</b> Booth operational Demonstations carried out					
<b>Key Constraints and Assumptions:</b> System is functional for demonstrations Equipment and materials are received on time					
Task No.	Tasks	Estimated Resources	Immediate Predecessor Tasks	Estimated Time Duration	Assigned to
3.0	Go to a trade show	-	-	-	-
3.1	Set up booth	Booth Equipment, Staff, Engineer	-	2 days	Engineer 1
3.2	Host interactive demonstrations	Demonstration Tools, Staff, Sales Assistant	3.1	1 day	Sales Assistant 1
3.3	Engage with attendees	Marketing Assistant, Bussiness Cards	3.2	1 day	Marketing Assistant 1
3.4	Collect contact information from key attendees	Marketing Assistant	3.3	1 day	Marketing Assistant 1
3.5	Network with other exhibitors	Marketing Assistant	3.4	1 day	Marketing Assistant 1
3.6	Monitor booth activity	Marketing Assistant, Analytics Tools	3.5	1 day	Marketing Assistant 1



#### 2.2.2.4 Action Plan 4 for Work Package 4: Create Email Campaign

Action Plan 4 for WP 4: Create Email Campaign					
<b>Deliverables:</b> Email campaign ready to launch					
<b>Measures of Accomplishment / Milestones:</b> Emails tested					
<b>Key Constraints and Assumptions:</b> Target email list available Email marketing software operational					
Task No.	Tasks	Estimated Resources	Immediate Predecessor Tasks	Estimated Time Duration	Assigned to
4.0	Create email campaign	-	-	-	-
4.1	Define audience	Marketing Assistant	-	2 days	Marketing Assistant 1
4.2	Set goals	Marketing Assistant	4.1	1 day	Marketing Assistant 1
4.3	Choose email marketing platform	IT Specialist, Email Software	4.2	2 days	IT Specialist 1
4.4	Determine campaign type	Marketing Assistant	4.3	2 days	Marketing Assistant 1
4.5	Build email list	Research Analyst	4.4	4 days	Research Analyst 1
4.6	Segment email list	Research Analyst	4.5	2 days	Research Analyst 1
4.7	Create email	Marketing Assistant	4.6	3 days	Marketing Assistant 1
4.8	Test email	QA Assistant, Test Tools	4.7	2 days	QA Assistant 1
4.9	Measure results	Data Analyst	4.8	3 days	Data Analyst 1

### 2.2.2.5 Action Plan 5 for Work Package 5: Sell at a Trade Show

Action Plan 5 for WP 5: Sell at a Trade Show					
<b>Deliverables:</b> Sales completed and partnerships initiated					
<b>Measures of Accomplishment / Milestones:</b> Staff trained Product demonstrations done					
<b>Key Constraints and Assumptions:</b> Payment processing tools operational AR demonstrations are effective					
Task No.	Tasks	Estimated Resources	Immediate Predecessor Tasks	Estimated Time Duration	Assigned to
5.0	Sell at a Trade Show	-	-	-	-
5.1	Set sales goals	Sales Assistant	-	2 days	Sales Assistant 1
5.2	Train staff on sales pitches	Training Specialist	5.1	4 days	Training Specialist 1
5.3	Prepare sales materials	Marketing Assistant	5.2	5 days	Marketing Assistant 1
5.4	Qualify potential buyers	Sales Assistant	5.3	2 days	Sales Assistant 1
5.5	Demonstrate product's value	Product Expert, Staff	5.4	1 days	Product Expert 1
5.6	Close sales	Sales Assistant, Contracts, Payment Tools	5.5	2 days	Sales Assistant 1

## 2.3 Scheduling with MS Project

MS Project was used to schedule the action plans previously detailed.

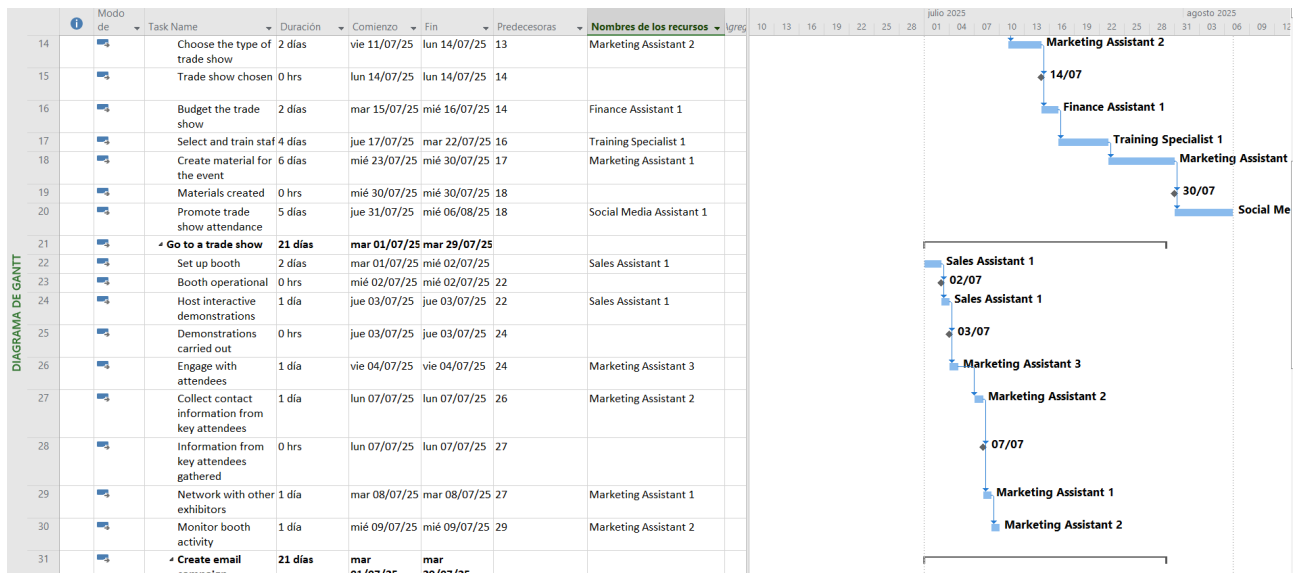


Figure 2.3.1: MS Project Schedule

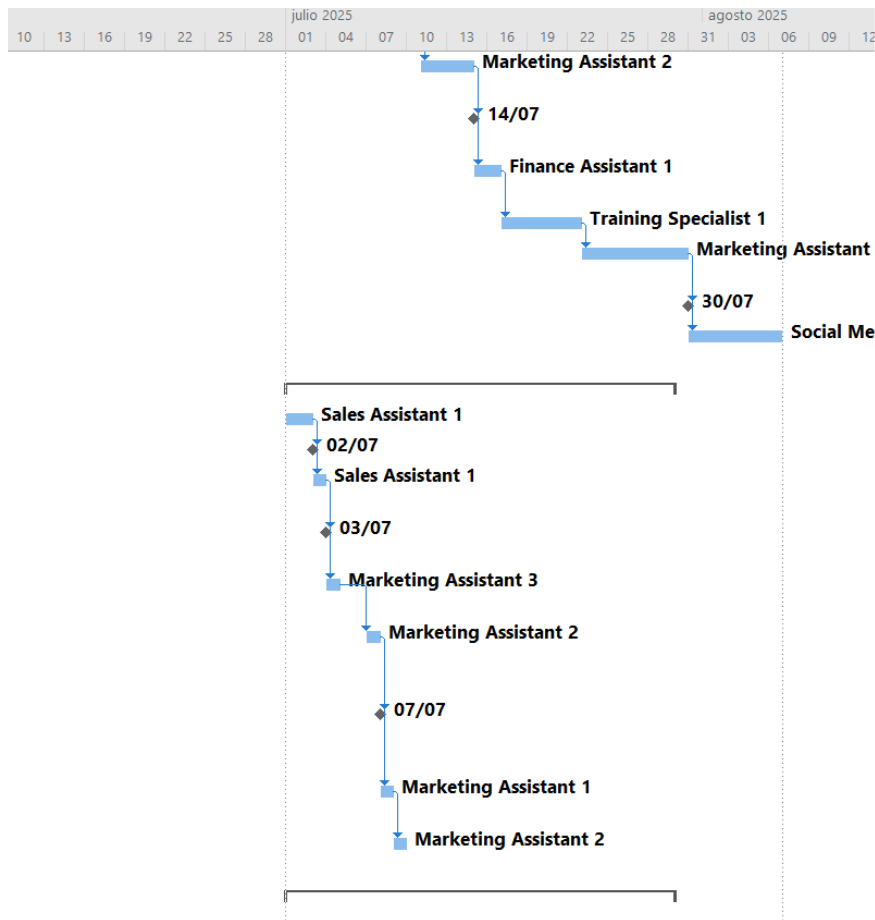


Figure 2.3.2: Schedule Representation as Gantt Diagram

### 2.3.1 Adding Resources

Resources were added in the resource sheet and research was done on average salaries for the different roles needed.

Resource Name	Tipo	Etiqueta de material	Iniciales	Grupo	Max. Units	Std. Rate	Ovt. Rate	Cost/Use	Acumula	Calendario base	Código	Agregar nueva columna
Marketing Assistant 1	Trabajo		M		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Marketing Assistant 2	Trabajo		M		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Marketing Assistant 3	Trabajo		M		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Research Analyst 1	Trabajo		R		100%	€22,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Research Analyst 2	Trabajo		R		100%	€22,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
IT Specialist 1	Trabajo		I		100%	€25,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Finance Assistant 1	Trabajo		F		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Training Specialist 1	Trabajo		T		100%	€22,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Social Media Assistant 1	Trabajo		S		100%	€22,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Sales Assistant 1	Trabajo		S		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Sales Assistant 2	Trabajo		S		100%	€20,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
QA Assistant 1	Trabajo		Q		100%	€22,00/hr	€0,00/hr	€0,00	Prorratio	Standard		
Data Analyst 1	Trabajo		D		100%	€25,00/hr	€0,00/hr	€0,00	Prorratio	Standard		

Figure 2.3.1.1: Project Resources

#### 2.3.1.1 Calculating Staff Costs

Staff costs were calculated based on the hourly salary and amount of hours assigned to each role.

Nombre del recurso	Trabajo	Agregar nueva columna	Detalles		
Product demonstrations done	0 hrs		Trabajo		
Marketing Assistant 1	144 hrs		Trabajo		
Carry out client interviews	40 hrs		Trabajo		
Define who target audience is	8 hrs		Trabajo		
Create material for the event	48 hrs		Trabajo		
Network with other exhibitors	8 hrs		Trabajo		
Prepare sales materials	40 hrs		Trabajo		
Marketing Assistant 2	88 hrs		Trabajo		
Analyze competitors	24 hrs		Trabajo		
Choose the type of trade show	16 hrs		Trabajo		
Collect contact information for	8 hrs		Trabajo		
Monitor booth activity	8 hrs		Trabajo		
Set goals	8 hrs		Trabajo		
Create email	24 hrs		Trabajo		
Marketing Assistant 3	64 hrs		Trabajo		
Identify trade show objectives	24 hrs		Trabajo		
Engage with attendees	8 hrs		Trabajo		
Define audience	16 hrs		Trabajo		
Determine campaign type	16 hrs		Trabajo		
Research Analyst 1	80 hrs		Trabajo		
Conduct market research	40 hrs		Trabajo		
Gather data about possible cu	24 hrs		Trabajo		
Segment email list	16 hrs		Trabajo		

Figure 2.3.1.1.1: Staff Resource Allocation

The total staff cost for the project is of 15424€.

Estadísticas del proyecto 'Project1(2).mpp'			
	Comienzo		Fin
Actual	mar 01/07/25		mié 06/08/25
Previsto	NOD		NOD
Real	NOD		NOD
Variación	0d		0d
	Duración	Trabajo	Costo
Actual	27d	728h	€15.424,00
Previsto	0d	0h	€0,00
Real	0d	0h	€0,00
Restante	27d	728h	€15.424,00
Porcentaje completado:			
Duración: 0%		Trabajo: 0%	
			Cerrar

Figure 2.3.1.1.2: Total Project Costs

## Bibliography

“What Are the 5 Ps of Marketing? Core Principles to Build Your Strategy”. *Rock Content*. Jun 9, 2023. <https://rockcontent.com/blog/5-ps-of-marketing/>