Project Name:	Marketing Strategy for RAIL-D					
Project Manager:	Jaiden Angeles, Emily Chan, Yuling Dai, Daisy Huynh, James Lee, Tianci Qiao					
Date:	October 21, 2022					
Sponsor:	Simran Gill, Principal of Bridgemark Management					

Communication Plan									
Event	Purpose	Team Contact	Stakeholders	Channel	Date Due	Frequency			
Milestones									
Determine scope of project	Identify business problem and provide recommendations	Jaiden	Sponsor, team members	Email, face to face, zoom		Once			
Collect survey response	Provide information on target industry	Nora, Tianci	Team members	Internal (cloud server)	Oct 24				
Finish conducting online research	Provide data on target industries	Team Members	Team members	Internal (cloud server)	Oct 31				
Analyze market research data	Interpret data and provide information on target industries	Jaiden, Tianci, Emily, Daisy, Nora	Team members	Internal (cloud server)	Oct 31				
Identifying 2-3 industries	Narrow down focus companies	James, Tianci	Sponsor, Team members	Report	Oct 31				
Feasibility analysis	Ensure economic viability of project	Nora	Sponsor, Team members	Report	Nov 7				
Marketing strategy analysis	Demonstrate value propoosition for project	James	Sponsor, Team members	Report	Nov 14				
Pamphlet	Illustrate market reasearch and plan of project	Team Members	Sponsor	Email	Dec 6				
Presentation	Deliver relevant information regarding short-term marketing plan	Team members	Sponsor, prototype team, long-term marketing team	Presentation	Dec 6				
Continuous Meetings									
Kickoff meeting	Review goals and establish expectations	Team members	Team members	Zoom		Once			
Status report	Provide status update	Jaiden	Sponsor, team members	Email, zoom		Weekly			
Meeting with prototype team	Relay and obtain relevant information regarding software design of the tool	James, Jaiden	Prototype team members	Email, face to face, zoom		As needed			
Team meeting minutes	Establish task list and distribute task to team members	Jaiden	Team members	Internal (cloud server)		Weekly			
Scope change reporting	Update objectives based on client's needs	Jaiden	Sponsor, team members	Email, face to face, zoom		As needed			
Presentation rehearsal	Practice presentation	Team members	Team members	Face to face, zoom		As needed			