

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										
RACI Analysis												
Name	Simran	Emily Chan	Daisy Huynh	James Lee	Jaiden Angeles	Tianci Qiao	Nora Dai	Prototype Group				
Determine industry needs through surveys									Legend			
Create Survey Questions		R	R	R	I	A	I		R	Responsible		
Implement survey incentive	I	I	A	R	R	I	I		A	Accountable		
Send survey to companies	C	I	I	C	A	R	R		C	Consulted		
Identifying 2-3 profitable industries									I	Informed		
Conduct online research		R	R	R	R & A	R	R					
Combine online research with survey results		I	I	A	R	I	I					
Create excel sheet for profitable industries' statistics		R	R	R	R	R & A	R					
Conduct competitor analysis (SWOT)		R	R	I	A	I	R					
Conduct pricing analysis		I	I	I	R	R	A					
Identify 1-3 companies per industry		I	A	R	C	R	I					
Feasibility analysis												
Perform economic feasibility analysis		A	I	I	R	R	I					
Perform organizationa feasibility analysis		R	R	I	I	A	I					
Perform technical feasibility analysis		R	R	I	I	I	A					
Create feasibility report		I	I	A	C	I	R					
Market strategy												
Identify product	C	A	R	I	R	I	I	I				
Identify price	C	I	I	A	I	R	R	I				
Identify place	C	R	R	R & A	R	R	R	I				
Identify promotion	C	I	I	R	I	I	A	I				
Compile marketing report	C	A	I	R	C	I	I	I				
Profitable industry recommendation												
Discuss and create industry recommendation	C	R	R & A	R	R	R	R					
Draft pamphlet for most profitable company												
Communcate with prototype team	I	I	A	R	R	I	I	R				
Create and design the pamphlet		R	R	I	I	A	I					
Write pamplet content		R & A	R	R	R	R	R					
Final marketing pamphlet												
Implement changes for marketing pamphlet	I	I	I	I	A	R	R					