

<b>Project Name:</b>	Marketing Strategy for RAIL-D							
<b>Project Manager:</b>	Jaiden Angeles, Emily Chan, Yuling Dai, Daisy Huynh, James Lee, Tianci Qiao							
<b>Date:</b>	October 14, 2022							
<b>Sponsor:</b>	Simran Gill, Principal of Bridgemark Management							
<b>WBS Dictionary</b>								
Task No	Task Description	Task Owner(s)	Dependency	Hours	Cost (Oct 2022 minimum wage * hours)	Start Date	Estimated time	Finish Date
1.1.1	<b>Determine industry needs through surveys</b>							
1.1.1.1	Create Survey Questions	Emily, Daisy, James	N/A	1.5	\$23.48	October 11, 2022	7	October 18, 2022
1.1.1.2	Implement survey incentive	Jaiden, James	N/A	2	\$31.30	October 11, 2022	7	October 18, 2022
1.1.1.3	Send survey to companies	Tianci, Nora	1.1.1.1, 1.1.1.2	4	\$62.60	October 18, 2022	6	October 24, 2022
1.1.2	<b>Identifying 2-3 profitable industries</b>							
1.1.2.1	Conduct online research	Jaiden, Emily, Tianci, Nora, Daisy, James	1.1.1	48	\$751.20	October 25, 2022	4	October 29, 2022
1.1.2.2	Combine online research with survey results	Jaiden	1.1.2.1	0.5	\$7.83	October 29, 2022	1	October 30, 2022
1.1.2.3	Create excel sheet for profitable industries' statistics	Jaiden, Emily, Tianci, Nora, Daisy, James	1.1.2.2	4.5	\$70.43	October 30, 2022	1	October 31, 2022
1.1.2.4	Conduct competitor analysis (SWOT)	Emily, Daisy, Nora	1.1.2.2	9	\$140.85	October 30, 2022	1	October 31, 2022
1.1.2.5	Conduct pricing analysis	Jaiden, Tianci	1.1.2.2	2	\$31.30	October 30, 2022	1	October 31, 2022
1.1.2.6	Identify 1-3 companies per industry	James, Tianci	1.1.2.3, 1.1.2.4, 1.1.2.5	4	\$62.60	October 30, 2022	1	October 31, 2022
1.2.1	<b>Feasibility analysis</b>							
1.2.1.1	Perform economic feasibility analysis	Jaiden, Tianci	1.1.2	5	\$78.25	November 1, 2022	4	November 5, 2022
1.2.1.2	Perform organizationa feasibility analysis	Emily, Daisy	1.1.2	3	\$46.95	November 1, 2022	4	November 5, 2022
1.2.1.3	Perform technical feasibility analysis	Emily, Daisy	1.1.2	3	\$46.95	November 1, 2022	4	November 5, 2022
1.2.1.4	Create feasibility report	Nora	1.2.1.1, 1.2.1.2, 1.2.1.3	3	\$46.95	November 5, 2022	2	November 7, 2022
1.2.2	<b>Market strategy</b>							
1.2.2.1	Identify product	Jaiden, Daisy	1.1.2	6	\$93.90	November 8, 2022	3	November 11, 2022
1.2.2.2	Identify price	Tianci, Nora	1.1.2	4	\$62.60	November 8, 2022	3	November 11, 2022
1.2.2.3	Identify place	Jaiden, Emily, Tianci, Nora, Daisy, James	1.1.2	6	\$93.90	November 8, 2022	3	November 11, 2022
1.2.2.4	Identify promotion	James	1.1.2	4	\$62.60	November 8, 2022	3	November 11, 2022
1.2.2.5	Compile marketing report	James	1.2.2.1, 1.2.2.2, 1.2.2.3, 1.2.2.4	1.5	\$23.48	November 11, 2022	3	November 14, 2022
1.3.1	<b>Profitable industry recommendation</b>							
1.3.1.0	Discuss and create industry recommendation	Jaiden, Emily, Tianci, Nora, Daisy, James	1.2.2	8	\$125.20	November 15, 2022	10	November 25, 2022
1.3.2	<b>Draft pamphlet for most profitable company</b>							
1.3.2.1	Communicate with prototype team	Jaiden, James	1.2.2	6	\$93.90	November 25, 2022	2	November 27, 2022
1.3.2.2	Create and design the pamphlet	Emily, Daisy	1.3.2.1	5	\$78.25	November 27, 2022	5	December 2, 2022
1.3.2.3	Write pamplet content	Jaiden, Emily, Tianci, Nora, Daisy, James	1.3.2.1	7	\$109.55	November 27, 2022	5	December 2, 2022
1.3.3	<b>Final marketing pamphlet</b>							
1.3.3.1	Implement changes for marketing pamphlet	Tianci, Nora	1.3.2	3	\$46.95	December 2, 2022	4	December 6, 2022
Minimum wage:	15.65							