

## **Markintus Morris - Case 5.1 Sharp Printing, AG**

### **◆ *At this point what would you do if you were the project manager?***

- *As we all know, after studying the circumstances, we discovered that the LaserJet copier is a slightly elevated, strategic revenue-increasing initiative. Furthermore, every cooperating authority understands the importance of development cycles. As a result, it is realistic to assume that the estimation will be more precise than the preliminary macroeconomic prediction.*
- *Lauren must notify senior management of the disparity between the macro projection and the assessment as soon as possible. Lauren ought to have a detailed plan prepared for any recommended way to proceed she proposes.*
- *Its initial option will be to modify the budget and schedule. If management is unwilling to raise premiums or diminish coverage, it is possible to terminate the operation. Because there is minimal information provided, this is a simple answer that eliminates queries.*

### **◆ *Was top management acting correctly in developing an estimate?***

- *Corporate administration made a decision based on incomplete or incorrect information. You will have minimal difficulty persuading your group's upper management that they should never have been in the distinctive estimation game.*

### **◆ *What estimating techniques should be used for a mission critical project such as this?***

- *Even though it is tempting to propose forecasting down to the onset of an operation, there are some expedition initiatives where timeliness is of the essence and expenditure can only really be adequately monitored. The contributor has seen more than one crucial project where cost management was entirely ignored. Still, if effort and money are limited, it is difficult to outperform underside projections.*