

## **Introduction (Kate)**

The GreenWheel RideE project is a strategic initiative aimed at enhancing urban mobility through sustainable transportation solutions. This 24-week, \$985,000 project involves the development and launch of the RideE, an electric motorbike designed for urban environments. Emphasizing sustainability, the RideE aims to outperform traditional vehicles in efficiency and environmental impact by incorporating advanced battery technology for improved speed and range while reducing carbon emissions. Set against the rising global demand for eco-friendly transport, the project strategy includes thorough market research, strategic branding, and dynamic marketing campaigns to ensure strong market penetration and consumer engagement. Through the RideE, GreenWheel aspires to lead the electric vehicle revolution, aligning with global sustainability goals and consumer preferences.

## **Phase I: Initiation (Kate)**

The initiation of the GreenWheel RideE project marks the beginning of a structured approach to introducing an innovative electric motorbike tailored for urban mobility. The project commences with a kickoff meeting, bringing together all key stakeholders—including the GreenWheel Executive Team, Project Manager, and various functional teams—to align on the project's goals, scope, and the roles each participant will play. This meeting is crucial for setting the tone and direction of the project.

Following the kickoff, the project team undertakes the task of defining the scope in detail. This includes specifying what will be delivered, such as the design and development of the GreenWheel RideE, the execution of the marketing strategy, and the setup of manufacturing and distribution networks. Exclusions are also clearly stated to ensure all activities align with the strategic goal of enhancing urban mobility through electric motorbikes.

With the scope defined, the next step involves detailed project planning. This phase involves creating a comprehensive project plan that outlines key milestones, timelines,

budget allocations, and resources required across different phases. The plan also includes strategies for risk management, identifying potential obstacles and preemptive solutions to ensure smooth project progression.

Securing necessary approvals and ensuring regulatory compliance form another critical aspect of the project initiation. The project team engages with regulatory bodies to confirm the motorbike meets all required standards and obtains approvals from internal and external stakeholders, including the GreenWheel Executive Team and financial backers.

Lastly, a governance structure is established to oversee the project's execution. This governance board, composed of senior management and key stakeholders, is responsible for making strategic decisions, monitoring project progress, and ensuring continuous alignment with the project's objectives. Simultaneously, a risk management framework is set up to address potential risks, with designated risk owners tasked with managing and mitigating these risks effectively.

## **Phase II: Planning (Shreya)**

The planning phase for the GreenWheel RideE marketing strategy project is designed to establish a robust framework for launching a new line of electric motorbikes. This phase encompasses detailed documentation and setting clear expectations for all project deliverables, ensuring alignment with our strategic objectives of market penetration and sustainability.

The primary goal of the GreenWheel RideE project is to successfully launch an electric motorbike line, aiming to sell 12,000 units in its first year, thereby capturing 1% of the previous year's total U.S. electric vehicle sales. The scope includes extensive market research, development of marketing strategies, and crafting of branding campaigns, focused on digital and traditional marketing channels to maximize consumer engagement. The project is structured over a 24-week period with a budget allocation of \$985,000.

To manage such a multifaceted project effectively, we've implemented a Work Breakdown Structure (WBS) that delineates all necessary activities into manageable components:

- ☐ Project Management: Spearheaded by Shreya, this segment ensures meticulous project plan development, task delegation, and tracking of progress.
- ☐ Financial Planning: Ky Anh leads this critical aspect, focusing on thorough cost analyses, budgeting, and financial forecasting to keep the project economically viable.
- ☐ Market Analysis: Kaitlyn's expertise is utilized here to gauge market demand and analyze competitors, ensuring our marketing strategies are data-driven and impactful.
- ☐ Product Development: Under Sejal's guidance, the project incorporates sustainable design and innovative features that are likely to appeal to our target demographic.
- ☐ Marketing and Outreach: Madina takes charge of crafting compelling marketing plans and outreach strategies to penetrate the market effectively.
- ☐ Stakeholder Engagement: Managed by Shreya, this ensures that all stakeholders are consistently engaged and informed, fostering an environment of transparency and cooperation.

Each team member is assigned primary tasks while also supporting others in secondary roles, promoting a collaborative project environment.

Resource management is crucial, utilizing tools such as Trello for task management and Microsoft Project for scheduling and resource allocation. Effective allocation of resources and clear communication plans will ensure that team collaboration is maintained and that the project aligns with stakeholder expectations.

A transparent communication plan will be implemented, featuring frequent team check-ins and updates to engage with all stakeholders effectively. This includes GreenWheels senior management team, marketing agencies, regulatory bodies, and

the local community, among others. The plan will detail the frequency of communications, methods, and protocols to address urgent issues affecting project timelines.

The planning phase also addresses potential scope management challenges. Formal change control procedures will be established to manage and approve changes, ensuring they do not impact the project's timeline or budget negatively. A continuous monitoring mechanism will be implemented to track the project's progress against the planned scope and make adjustments as necessary.

Key milestones include the completion of market research, the development and approval of marketing strategies, and the launch of the marketing campaign. The critical path method will be used to ensure that all project activities are completed in sequence and within the stipulated time frame.

This planning framework sets the stage for the subsequent phases of execution and monitoring, ensuring that the GreenWheel RideE project is well-positioned to meet its market launch goals effectively and efficiently.

### **Phase III: Execution (Madina)**

For our GreenWheel RideE marketing strategy, an impactful component involves utilizing outdoor advertising, specifically billboards, to generate visibility and brand recognition in key urban areas. Here's how we can execute this:

The objective is to maximize exposure of the GreenWheel RideE to urban commuters and environmental enthusiasts by placing billboards in strategic locations that ensure high traffic visibility.

Our strategy starts with selecting locations in high-traffic areas of target cities known for sustainability and tech-savviness, such as San Francisco and Seattle. We will focus on areas near tech hubs, green spaces, and popular commuting routes. The design of these billboards will be visually appealing, highlighting the sleek design of the RideE and its environmental benefits. We aim for a clean, modern look with bold colors to

catch the eye of passersby, including a compelling call to action like “Join the Ride Revolution” or “Eco-friendly Travel Redefined.”

The message on the billboards will communicate the core benefits of the RideE, focusing on its zero emissions, cost efficiency, and cutting-edge technology. We will use short, impactful phrases to ensure the message is easily absorbed by viewers who are on the move. To enhance traditional billboard advertising, we will also incorporate digital billboards that allow for changing messages, such as current promotions, real-time benefits, or environmental facts that resonate with the audience. This dynamic approach can keep the content fresh and more engaging.

For execution, we will coordinate with outdoor advertising agencies to secure billboard spaces for a 3-month launch period. We'll collaborate with a graphic design team to develop the artwork based on the campaign theme and schedule installations to coincide with the launch event to maximize impact and cross-promotional opportunities.

To evaluate the success of the billboard campaign, we will track engagement metrics such as website visits, QR code scans from the billboards, and increased inquiries about the RideE. We will also conduct surveys in the vicinity of the billboards to gauge brand recognition and perception changes before and after the campaign.

To effectively manage the execution phase of the GreenWheel RideE marketing project, various components are meticulously planned to ensure that strategic plans are translated into actionable results that directly influence the market reception and sales of the RideE.

The project manager plays a crucial role, overseeing all execution activities to ensure alignment with the project goals. The team also emphasizes leadership and coordination, holding regular meetings to maintain alignment and address issues, ensuring smooth project progression.

Resource management is vital, involving budget oversight to monitor and manage expenditures within set limits, alongside vendor management to ensure that suppliers and partners meet their obligations and timelines.

The marketing rollout strategy is robust, starting with a digital campaign launch featuring teaser content, followed by a full-scale digital marketing investment. This is complemented by traditional advertising strategies, including employing billboards and TV spots to enhance visibility. Event coordination is critical, as we manage logistics and conduct the launch event, coordinating public relations efforts to maximize impact.

Market research is conducted through surveys and focus groups to gather consumer insights and assess competitive data to refine marketing strategies. This involves spending specifically allocated for consumer insights, competitive analysis, and performance tracking to ensure our strategies are effective.

Monitoring and adjustment involve using analytics to monitor online campaigns and adjust strategies as needed. Feedback incorporation is also integral, where we collect and integrate feedback to refine marketing and product strategies.

Finally, documentation and reporting are essential to keep stakeholders updated on marketing activities. Regular updates on all marketing materials, results, and agreements are maintained to ensure transparency and ongoing communication throughout the project's lifecycle.

#### **Phase IV: Monitor & Control (Ky)**

For the GreenWheel RideE marketing campaign, the main areas of focus to monitor and control are: Performance, Risk Management, Customer Feedback, and Stakeholder Management. Here's how each of these areas will be managed:

For our marketing campaign, establishing clear, measurable goals/KPIs is essential to monitor our performance and make data-driven decisions. We focus on metrics such as lead generation numbers, conversion rates, campaign reach and engagement, and ROI from different channels. By setting specific targets, we can quickly identify areas where the campaign is underperforming and implement adjustments. Additionally, we plan to use the earned value model to track the speed and budget usage of the projects. This will allow us to proactively make adjustments to ensure that the projects are completed on time and stay within budget. This approach ensures that we will optimize our budget

and resources towards activities that offer the best returns, while continually refining our marketing tactics based on real-time data.

Risk management in marketing involves identifying potential obstacles that could impact the success of our campaigns and setting up preventive measures to mitigate these risks. This includes diversifying our marketing channels to avoid over-reliance on a single source, monitoring the legal compliance of our advertising materials, and establishing contingency plans for technical failures. We plan to create a risk matrix that catalogs risks by severity and likelihood, in order to effectively employ mitigation strategies. For example, the risk of backfiring, where a campaign produces negative instead of positive press, would be a medium threat risk, as it has a low likelihood of occurring but high severity. We would have to immediately stop the deployment of these ads and potentially have prepared a press release to put out immediately. By proactively addressing these risks, we can attempt to safeguard our campaign against unforeseen disruptions and maintain steady progress towards our goals.

Understanding customer feedback and staying ahead of market trends are crucial components of our marketing strategy. We utilize social listening tools and customer surveys to gather insights about consumer perceptions of our brand and product. This feedback informs our messaging and helps us to tailor our marketing efforts to better meet the needs and preferences of our target audience. Additionally, we keep a close eye on industry trends and competitor activities through market research reports and analytics tools. This enables us to anticipate market shifts and adapt our strategies accordingly, ensuring our marketing remains relevant and effective.

Effective stakeholder management ensures that all parties involved in or affected by our marketing campaign are informed, engaged, and supportive. This includes regular updates and meetings with our internal teams, partners, and suppliers, as well as communication with customers and investors. By understanding and managing their expectations and concerns, we foster a collaborative environment conducive to the success of our marketing initiatives. Additionally, we use stakeholder feedback to refine our approach, enhancing the overall impact of our campaign.

## **Phase V: Closure (Sejal)**

As the GreenWheel RideE marketing project nears its finish line, several key actions are crucial for a triumphant close. The cornerstone will be a Final Review meeting, a multi-faceted event that revisits the project's journey from inception to present. We'll openly discuss goals, achievements, and challenges, fostering transparency and ensuring stakeholder alignment. This gathering will also celebrate successes and solidify a positive project culture by acknowledging the contributions of all involved.

Alongside this, meticulous documentation throughout the project lifecycle will be prioritized. This comprehensive record, encompassing activities, decisions, and outcomes, will serve as a knowledge repository for future projects and ensure smooth transitions. Finally, financial closure and objective evaluation will guarantee fiscal responsibility, identify areas for improvement, and demonstrate project value to stakeholders. By prioritizing these steps, we can achieve a successful conclusion for GreenWheel RideE, laying the groundwork for ongoing marketing success.

Maintaining a stakeholder-focused approach throughout the closure phase remains paramount. Actively gathering feedback through surveys, interviews, or other means helps us assess satisfaction levels and pinpoint areas for improvement. Key questions may revolve around communication effectiveness, perceived project value, and overall satisfaction with outcomes. Recognizing the contributions of stakeholders fosters a sense of shared success and reinforces the importance of collaboration in achieving project goals.

To facilitate ongoing success, a thorough lessons learned session will be conducted during the closure phase. This open dialogue among team members allows for reflection on both successes and challenges, extracting valuable insights that inform future endeavors. Additionally, a comprehensive project closure report will be prepared, encapsulating the project's objectives, achievements, challenges, and lessons learned. This report serves as a reference point for future projects and initiatives, fostering a culture of continuous improvement within the organization.



By prioritizing learning and knowledge transfer, we lay the foundation for sustained success. The GreenWheel RideE marketing project, with its focus on stakeholder engagement and knowledge sharing, will leave a lasting legacy of excellence. This project's success will serve as a springboard for innovation and growth within the company for years to come.