

PJM 6005: Project Scope Management

Project WBS and WBSD

Team 4

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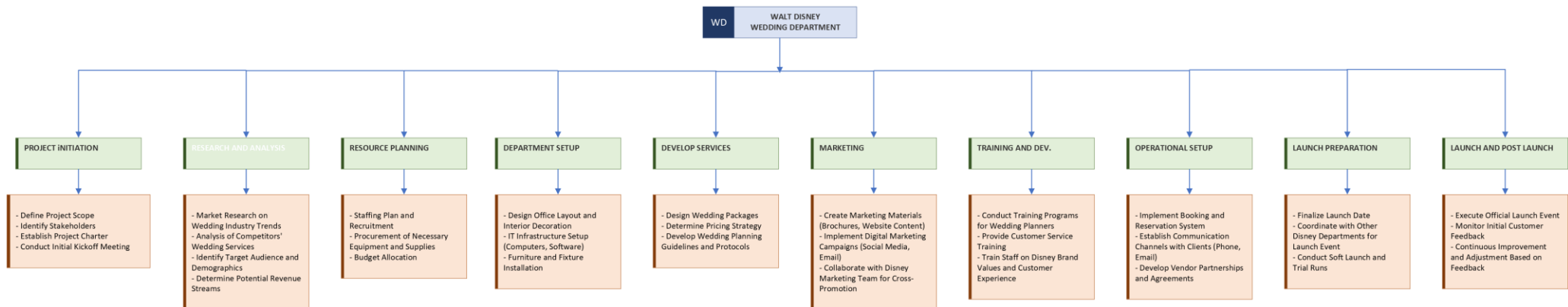
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Project Overview: Establishment of Disney Wedding Planning Department at Walt Disney

The project aims to establish a dedicated Wedding Planning Department within the Walt Disney organization, catering to the growing demand for high-quality wedding services. Leveraging the iconic Disney brand and its unparalleled storytelling magic, the department will offer comprehensive wedding planning services to couples seeking a memorable and enchanting wedding experience.

Work Breakdown Structure (WBS):

Level 1: Establishment of Disney Wedding Planning Department at Walt Disney



1. Project Management
 - Define Project Scope
 - Identify Stakeholders
 - Establish Project Charter
 - Conduct Initial Kickoff Meeting
2. Research and Analysis
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 - Analysis of Competitors' Wedding Services
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3. Resource Planning
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 - Conduct Soft Launch and Trial Runs
10. Launch and Post-Launch Activities
 - Execute Official Launch Event
 - Monitor Initial Customer Feedback
 - Continuous Improvement and Adjustment
 - Work Breakdown Structure Dictionary (WBSD):

For each WBS element, the WBSD provides detailed information such as deliverable description, completion criteria, responsible parties, resource requirements, and estimated costs and durations. It serves as a comprehensive reference guide for managing and executing the project tasks effectively.

By following this structured approach outlined in the WBS, the project team can ensure clarity, accountability, and alignment with project objectives throughout the establishment of the Disney Wedding Planning Department. Additionally, the WBSD facilitates effective communication, resource allocation, and risk management, ultimately contributing to the successful execution and launch of the project.

Work Breakdown Structure Dictionary (WBSD)

Project Management

- 1) Define Project Scope
 - Description: Document outlining project objectives, deliverables, and constraints.
 - Completion Criteria: Approval of the project scope document by relevant stakeholders.
 - Responsible Party: Project Manager
 - Resources: Project team members, stakeholders, project management software
 - Estimated Duration: 1 week
 - Estimated Cost: \$5,000

2) Identify Stakeholders

- Description: Compilation of individuals or groups with an interest or influence in the project.
- Completion Criteria: Stakeholder register with identified roles and responsibilities.
- Responsible Party: Project Manager
- Resources: Stakeholder analysis tools, stakeholder interviews
- Estimated Duration: 2 weeks
- Estimated Cost: \$7,500

3) Establish Project Charter

- Description: Formal document authorizing the project's existence, including objectives and responsibilities.
- Completion Criteria: Signed project charter document by project sponsor and key stakeholders.
- Responsible Party: Project Manager
- Resources: Project charter template, approval signatures
- Estimated Duration: 1 week
- Estimated Cost: \$3,000

4) Conduct Initial Kickoff Meeting

- Description: Meeting to officially start the project and discuss goals and expectations.
- Completion Criteria: Meeting minutes with action items and next steps.
- Responsible Party: Project Manager
- Resources: Meeting room, audiovisual equipment, meeting agenda
- Estimated Duration: 1 day
- Estimated Cost: \$1,000

5) Research and Analysis

a) Market Research on Wedding Industry Trends

- Description: Report detailing current trends, preferences, and demands in the wedding industry.
- Completion Criteria: Market research report with key findings and recommendations.
- Responsible Party: Research Analyst
- Resources: Market research tools, industry reports, surveys
- Estimated Duration: 4 weeks
- Estimated Cost: \$15,000

b) Analysis of Competitors' Wedding Services

- Description: Evaluation of services offered by competitors in the wedding planning market.
- Completion Criteria: Competitive analysis report highlighting strengths and weaknesses.
- Responsible Party: Research Analyst
- Resources: Competitor websites, customer reviews, industry databases
- Estimated Duration: 3 weeks
- Estimated Cost: \$12,000

c) Identify Target Audience and Demographics

- Description: Identification of the primary customer base and their demographic profiles.
- Completion Criteria: Target audience profile document outlining demographics, preferences, and behaviors.
- Responsible Party: Marketing Analyst
- Resources: Market segmentation tools, demographic data sources
- Estimated Duration: 2 weeks
- Estimated Cost: \$8,000

d) Determine Potential Revenue Streams

- Description: Analysis of potential sources of income from wedding planning services.
- Completion Criteria: Revenue projection model with estimated income streams.
- Responsible Party: Financial Analyst
- Resources: Financial data, industry benchmarks, revenue forecasting tools
- Estimated Duration: 3 weeks
- Estimated Cost: \$10,000

6) Resource Planning

a) Staffing Plan and Recruitment

- Description: Document outlining staffing requirements and recruitment process for hiring wedding planners and support staff.
- Completion Criteria: Staffing plan with job descriptions and recruitment strategy.
- Responsible Party: HR Manager
- Resources: Job portals, recruitment agencies, interview panels
- Estimated Duration: 4 weeks
- Estimated Cost: \$20,000

b) Procurement of Necessary Equipment and Supplies

- Description: Acquisition of equipment, supplies, and materials required for the wedding planning department.
- Completion Criteria: Procurement plan with approved vendors and purchase orders.
- Responsible Party: Procurement Manager
- Resources: Vendor catalogs, procurement software, purchase requisition forms
- Estimated Duration: 6 weeks
- Estimated Cost: \$30,000

c) Budget Allocation

- Description: Allocation of funds for staffing, equipment procurement, marketing, and other project needs.
- Completion Criteria: Approved project budget with allocated funds for each category.
- Responsible Party: Finance Manager
- Resources: Budgeting tools, financial reports, cost estimation models
- Estimated Duration: 2 weeks
- Estimated Cost: \$5,000

7) Department Setup

a) Design Office Layout and Interior Decoration

- Description: Plan and design for the layout and decoration of the wedding planning department office space.
- Completion Criteria: Approved office layout design with interior decoration plan.
- Responsible Party: Interior Designer
- Resources: Design software, furniture catalogs, interior decoration materials
- Estimated Duration: 4 weeks
- Estimated Cost: \$25,000

b) IT Infrastructure Setup

- Description: Installation of computers, software, and network infrastructure required for the department.
- Completion Criteria: Fully functional IT infrastructure with network connectivity and software applications installed.
- Responsible Party: IT Manager
- Resources: Computers, servers, networking equipment, software licenses
- Estimated Duration: 3 weeks
- Estimated Cost: \$15,000

c) Furniture and Fixture Installation

- Description: Installation of furniture and fixtures in the office space.
- Completion Criteria: Completed installation of desks, chairs, cabinets, and other necessary furniture.
- Responsible Party: Facilities Manager
- Resources: Furniture suppliers, installation contractors, assembly tools
- Estimated Duration: 2 weeks
- Estimated Cost: \$10,000

8) Development of Service Offerings

a) Design Wedding Packages

- Description: Creation of different wedding packages offering various services and amenities.
- Completion Criteria: Approved wedding package designs with detailed service descriptions and pricing.
- Responsible Party: Wedding Planner Team
- Resources: Creative designers, marketing experts, pricing analysts
- Estimated Duration: 6 weeks
- Estimated Cost: \$35,000

b) Determine Pricing Strategy

- Description: Establishment of pricing strategy for different wedding packages and services.
- Completion Criteria: Pricing strategy document with competitive pricing models and profit margins.
- Responsible Party: Pricing Analyst
- Resources: Pricing software, competitor analysis reports, financial experts
- Estimated Duration: 3 weeks
- Estimated Cost: \$15,000

c) Develop Wedding Planning Guidelines and Protocols

- Description: Creation of guidelines and protocols for wedding planners to follow during the planning process.
- Completion Criteria: Approved wedding planning guidelines document outlining procedures and best practices.

- Responsible Party: Wedding Planner Team Lead
- Resources: Project management software, industry standards, legal experts
- Estimated Duration: 4 weeks
- Estimated Cost: \$20,000

9) Marketing and Promotion

a) Create Marketing Materials

- Description: Development of brochures, website content, and other promotional materials.
- Completion Criteria: Completed marketing materials ready for distribution and online publishing.
- Responsible Party: Marketing Manager
- Resources: Graphic designers, copywriters, printing services, web developers
- Estimated Duration: 5 weeks
- Estimated Cost: \$30,000

b) Implement Digital Marketing Campaigns

- Description: Execution of digital marketing campaigns on social media platforms, email newsletters, etc.
- Completion Criteria: Active digital marketing campaigns with scheduled posts and targeted advertising.
- Responsible Party: Digital Marketing Specialist
- Resources: Social media management tools, email marketing platforms, advertising budget
- Estimated Duration: 6 weeks
- Estimated Cost: \$40,000

c) Collaborate with Disney Marketing Team

- Description: Coordination with the Disney marketing team for cross-promotion and marketing initiatives.
- Completion Criteria: Signed collaboration agreements and joint marketing plans with Disney marketing team.
- Responsible Party: Marketing Manager
- Resources: Meetings with Disney marketing team, collaboration tools
- Estimated Duration: 3 weeks
- Estimated Cost: \$20,000

10) Training and Development

a) Conduct Training Programs for Wedding Planners

- Description: Schedule and curriculum for training programs to educate wedding planners on Disney wedding planning procedures.
- Completion Criteria: Completed training schedule with course materials and participant registrations.
- Responsible Party: Training Manager
- Resources: Training materials, trainers, training facilities
- Estimated Duration: 4 weeks
- Estimated Cost: \$25,000

b) Provide Customer Service Training

- Description: Training materials and sessions focused on providing exceptional customer service to wedding clients.
- Completion Criteria: Completed customer service training program with trained staff members.
- Responsible Party: Customer Service Manager
- Resources: Training modules, customer service experts, role-playing exercises
- Estimated Duration: 2 weeks
- Estimated Cost: \$15,000

c) Train Staff on Disney Brand Values

- Description: Training sessions to instill Disney brand values and customer experience principles in the wedding planning team.
- Completion Criteria: Completed Disney brand training program with certified staff members.
- Responsible Party: Brand Manager
- Resources: Brand training materials, Disney brand representatives, training events
- Estimated Duration: 3 weeks
- Estimated Cost: \$20,000

11) Operational Setup

a) Implement Booking and Reservation System

- Description: Installation and setup of a system for booking appointments and reservations for wedding planning services.

- Completion Criteria: Functional booking and reservation system integrated with the department's operations.
 - Responsible Party: IT Manager
 - Resources: Booking software, database management tools, IT support
 - Estimated Duration: 4 weeks
 - Estimated Cost: \$25,000
- b) Establish Communication Channels with Clients
- Description: Development of communication channels such as phone lines, email addresses, etc., for client interaction.
 - Completion Criteria: Active communication channels established with clients for inquiries and updates.
 - Responsible Party: Communication Manager
 - Resources: Communication tools, customer relationship management software
 - Estimated Duration: 2 weeks
 - Estimated Cost: \$10,000
- c) Develop Vendor Partnerships and Agreements
- Description: Identification and establishment of partnerships with vendors and suppliers for wedding services and products.
 - Completion Criteria: Signed partnership agreements with selected vendors and suppliers.
 - Responsible Party: Vendor Relations Manager
 - Resources: Vendor databases, negotiation skills, legal support
 - Estimated Duration: 6 weeks
 - Estimated Cost: \$35,000

12) Launch Preparation

- a) Finalize Launch Date
- Description: Selection of the official launch date for the Disney wedding planning department.
 - Completion Criteria: Approved launch date with logistics and event planning in place.
 - Responsible Party: Project Manager
 - Resources: Event planning tools, coordination with stakeholders
 - Estimated Duration: 1 week
 - Estimated Cost: \$5,000

b) Coordinate with Other Disney Departments

- Description: Collaboration with other departments within Walt Disney for planning and executing the launch event.
- Completion Criteria: Collaborative agreements with relevant Disney departments and finalized launch event plan.
- Responsible Party: Project Manager
- Resources: Interdepartmental meetings, event coordination tools
- Estimated Duration: 3 weeks
- Estimated Cost: \$15,000

c) Conduct Soft Launch and Trial Runs

- Description: Organize soft launch events and trial runs to test the department's operations and gather feedback.
- Completion Criteria: Successful soft launch events conducted with valuable feedback collected.
- Responsible Party: Launch Coordinator
- Resources: Event planning resources, customer feedback mechanisms
- Estimated Duration: 2 weeks
- Estimated Cost: \$10,000

13) Launch and Post-Launch Activities

a) Execute Official Launch Event

- Description: Plan and execute the official launch event for the Disney wedding planning department.
- Completion Criteria: Successful execution of launch event with media coverage and positive reception.
- Responsible Party: Launch Coordinator
- Resources: Event venue, catering services, promotional materials
- Estimated Duration: 1 day
- Estimated Cost: \$20,000

b) Monitor Initial Customer Feedback

- Description: Collect and analyze feedback from initial customers to identify areas for improvement.
- Completion Criteria: Compiled feedback reports with actionable insights for process improvements.

- Responsible Party: Customer Experience Manager
 - Resources: Feedback collection tools, data analysis software
 - Estimated Duration: 2 weeks
 - Estimated Cost: \$10,000
- c) Continuous Improvement and Adjustment
- Description: Implement continuous improvement initiatives based on customer feedback and operational insights.
 - Completion Criteria: Improvement action plan with implemented changes and measured outcomes.
 - Responsible Party: Continuous Improvement Team
 - Resources: Process improvement tools, employee feedback mechanisms
 - Estimated Duration: Ongoing
 - Estimated Cost: Variable depending on initiatives

CONCLUSION

We as a group have tried to work on realistic approach for this project based on which we have outlined a WBSD. This detailed Work Breakdown Structure Dictionary (WBSD) outlines the specific deliverables, completion criteria, responsible parties, resources, estimated durations, and costs for each work package within the broader project of establishing the Disney Wedding Planning Department at Walt Disney. It provides a comprehensive guide for project execution and management, ensuring clarity and accountability throughout the project lifecycle.