



MAPÚA MALAYAN COLLEGES MINDANAO

VultureRockPH Marketing and Customer Service Enhancement Initiative

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In Partial Fulfilment of the
Academic Requirements for the Subject

IS PROJECT MANAGEMENT 1

Presented to:

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1 Project Planning

1.1 Information Gathering

Name of Industry: Vulture Rock Apparel

Business Operations

Vulture Rock Apparel, a unique online venture specializing in rock-themed clothing, operates at the intersection of passion for music and fashion. Targeting collectors and enthusiasts of old rock bands, the business, with its primary platform on vulturerockph.com, offers a distinctive range of apparel. Despite its niche appeal, Vulture Rock faces operational challenges, particularly in managing time constraints arising from the owner's commitment to a primary job.

Transactions Involved:

1. Customer orders on website
2. Customer inquiry/proof of payment in social media or email
3. Supplier produces, ships, send tracking number to the owner then owner will forward tracking number to customer
4. Forwarding of order details and Customer Information of Owner to the Supplier
5. Website Maintenance

How they manage their business operations/projects?

The business operations and projects at Vulture Rock Apparel are meticulously overseen by the owner, who takes a hands-on approach in managing the website. Crafted with the versatility of Shopify, the website has been continuously refined to enhance user experience and functionality. Leveraging the power of social media, particularly platforms like Facebook and Instagram, the owner ensures swift responsiveness to customer inquiries and concerns. Additionally, recognizing the diverse communication preferences of customers, an email channel is in place for those who may not be active on social media platforms. Notably, the owner adeptly balances the demands of the business within his leisure time, exhibiting a personalized and dedicated management style that contributes to the brand's unique identity and customer engagement.

How they execute their project plan?

Business Process:

- Customer orders from the website (vultureroackph.com)
- Customer sends proof of payment in social media (Facebook or Instagram) or email (vultureroackph@gmail.com)
- Owner will forward the order details (shirt specs and customer shipping details) to supplier
- supplier produces the product
- supplier ships the product
- supplier send the tracking number to the Owner
- Owner will forward the tracking number to the customer
- Then for feedback or concerns, Owner/Customer can reach out to the available platforms mentioned above

Other Tasks:

- Owner makes newsletters from time to time for people who subscribed their email in the website.
- Owner would also do sales/promos that can entice people like big discounts or a free shirt after buying some or from a giveaway
- Owner will also ask friends on trends for his products or promotions that is doable to execute at his own time therefore his project plan mostly revolves around the ideas of people who he ask from

Current Issues to be addressed

1. Automation of adding order details in Microsoft Word or Excel. For example, if there is a recent/new order and it would automatically sort the information of the customer's name, address, number, shirt design, print size, shirt color, shirt size
2. Automation of Customer information when Customer orders a product online. Necessary Information would be sent to the supplier so the supplier can work on it right away. (Information such as shirt specs and customer shipping details)

3. From time to time, securing of stocks because the products are made to order and the owner only forwards the shirt design to an establishment that will print the desired product.
4. Staffing is now needed in order to address inquiries and order confirmations online because Owner has a primary job now.
5. The amount of workhours needed is consuming because it is primarily managed by the owner alone and currently the owner has a primary job so this business is just like a side hustle now.

Problem Statement

Vulture Rock Apparel faces operational challenges rooted in manual processes, leading to inefficiencies and constraints. The current system needs more automation, and customer information management needs help securing stock and relies heavily on the owner's time. Additionally, the need for staffing to handle online inquiries poses a concern. These issues hinder the business's scalability and require strategic Information Systems solutions aligned with Project Management principles to enhance efficiency and sustain growth.

1.2 Problem Identification and Goal Setting

Goals

1. Improve Promotion of Products to Create More Sales
2. Enhance Time Management by Reducing the Owner's Direct Involvement
3. Improve Customer Satisfaction
4. Increase Business Popularity
5. Retain a Certain Customer Count Every Month for Steady Profit

Objectives

1. Time Management Enhancement
2. Staffing Resource Optimization
3. Breakdown Role & Criteria for Marketing Officer and Customer Coordinator
4. Make Criteria for the Needed Staffing Positions and include Cost Breakdown
5. Marketing Strategy Enhancement

Scope and Purpose of the Project

This project's scope is to strategically elevate Vulture Rock Apparel's operational landscape, focusing on critical areas such as marketing efficiency, time management optimization, customer satisfaction, and sustained business growth. The project encompasses implementing Information Systems solutions aligned with Project Management principles to achieve specific goals. These goals include enhancing the promotion of products to drive increased sales, streamlining operational tasks to reduce the owner's direct involvement for optimized time utilization, improving customer satisfaction through defined roles for the marketing person and customer coordinator, increasing business popularity through targeted marketing efforts, and establishing criteria for staffing positions to retain a specific customer count each month for steady profitability. A comprehensive cost analysis and breakdown will also be conducted to ensure efficient resource allocation. The purpose of this project is not only to enhance operational efficiency and facilitate growth but also to establish financial stability, enhance the overall customer experience, and enable strategic planning for long-term business success. Through this initiative, Vulture Rock Apparel aims to position itself as a competitive force in the online apparel market, ensuring sustained success and profitability.

2 Project Framework

Current State of the System

1. The owner has to temporarily close down the website while on a trip, disrupting customer access and potentially losing sales opportunities.
2. The owner needs to allocate specific time slots to address all customer queries and requests simultaneously, which can be inefficient and lead to delays in response times.
3. The owner needs help managing all aspects of the business single-handedly, leading to potential burnout and reduced effectiveness in their primary job.
4. The owner's delays in responding to customer inquiries and requests have resulted in customer dissatisfaction and missed sales opportunities.

Purpose

1. To streamline hiring and managing employees for marketing and customer service roles.
2. Ensure effective communication and collaboration among team members involved in marketing and customer service tasks.
3. Implement an iterative and incremental approach to achieving marketing objectives and providing excellent customer service.

Objectives

1. Hire a marketing and customer service officer who can effectively manage the company's social media presence to improve sales and respond to customer inquiries. Hiring additional staff can ensure uninterrupted website operations and maintain customer engagement even during the owner's absence.
2. Develop and execute marketing strategies to promote rock band shirts and increase brand awareness.
3. Enhance customer service processes to ensure timely and personalized customer assistance on social media and email platforms. Inquiries can be handled promptly and efficiently, ensuring timely and personalized customer assistance without needing the owner to set aside dedicated time.

Project Framework

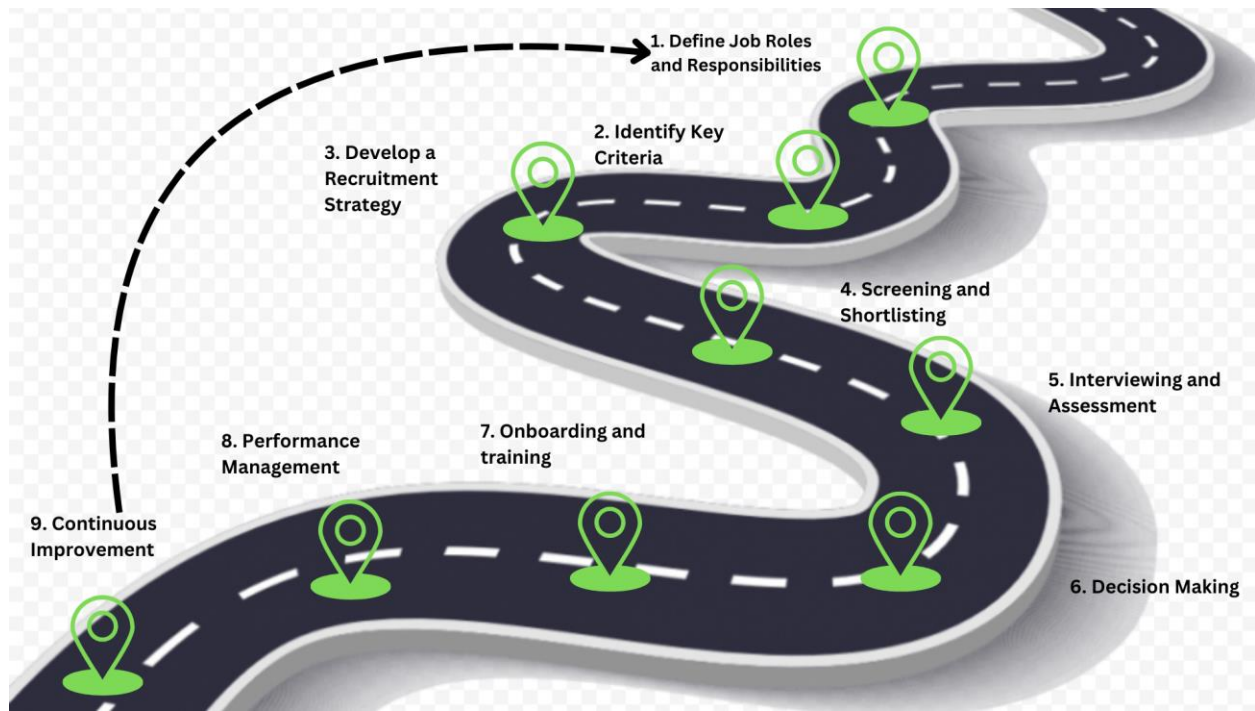


Figure 1. Project Framework

1. Define Job Roles and Responsibilities:

- The marketing officer would propose new product designs to the owner based on the latest trends and develop their output for marketing campaigns, which will be brainstormed or await the owner's feedback. At the same time, the marketing officer would be in charge of managing the sales documentation; therefore, it would be a full-time job.
- The Customer Service Officer will be in charge of managing the company's social media presence, responding to customer inquiries, and executing marketing campaigns

2. Identify Key Criteria:

- Determine the critical criteria for each role, such as educational background, experience level, technical skills, soft skills, and cultural fit (regarding the nature of the business).
- Prioritize these criteria based on their importance to the role and Vulturerock's company culture.

3. Develop a Recruitment Strategy:

- Decide where and how to advertise job openings to attract suitable candidates. It might include online job boards, social media (Facebook and Instagram), professional networks, or referrals. It is preferable if the applicant is a local in Davao City but can also work remotely since the business does not have a physical office.

- The job recruitment will be advertised to the business's social media accounts to attract suitable candidates. Since it is better to attract employees who already know the product through the business's social media accounts. Professional networks or referrals can also be accepted since the marketing officer position is a full-time job while the service officer is not since it is not heavier than the other.

4. Screening and Shortlisting:

- Review resumes, cover letters, and portfolios (if applicable) to identify candidates who meet the essential criteria.
- Conduct initial screenings, such as phone or video interviews, to further assess candidates' qualifications and fit for the role.

5. Interviewing and Assessment:

- Design structured interview questions to assess candidates' skills, experience, and cultural fit.
- Conduct in-depth interviews with shortlisted candidates involving relevant team members or stakeholders.
- Consider using assessments or work samples to evaluate candidates' capabilities more thoroughly.

6. Decision Making:

- Evaluate each candidate based on their interview performance, assessments, and references against the defined job criteria and Vulturerock's business needs.
- Make data-driven hiring decisions to select the most qualified candidates for each role.

7. Onboarding and Training:

- Develop an onboarding process to welcome new hires to VultureRockPH and familiarize them with the company culture, policies, and procedures.
- Provide necessary training and support to help employees succeed in their roles, including training on social media management tools and customer service protocols.

8. Performance Management:

- Establish clear performance expectations and goals for each employee, aligned with Vulturerock's business objectives.
- Implement regular performance reviews and feedback sessions to assess progress, address any issues, and support professional development opportunities.

9. Continuous Improvement:

- Continuously evaluate Vulturerock's hiring process for effectiveness and efficiency.
- Solicit feedback from hiring managers and new hires to identify areas for improvement and refine the recruitment approach over time.

3 Project Methodology

Methodology

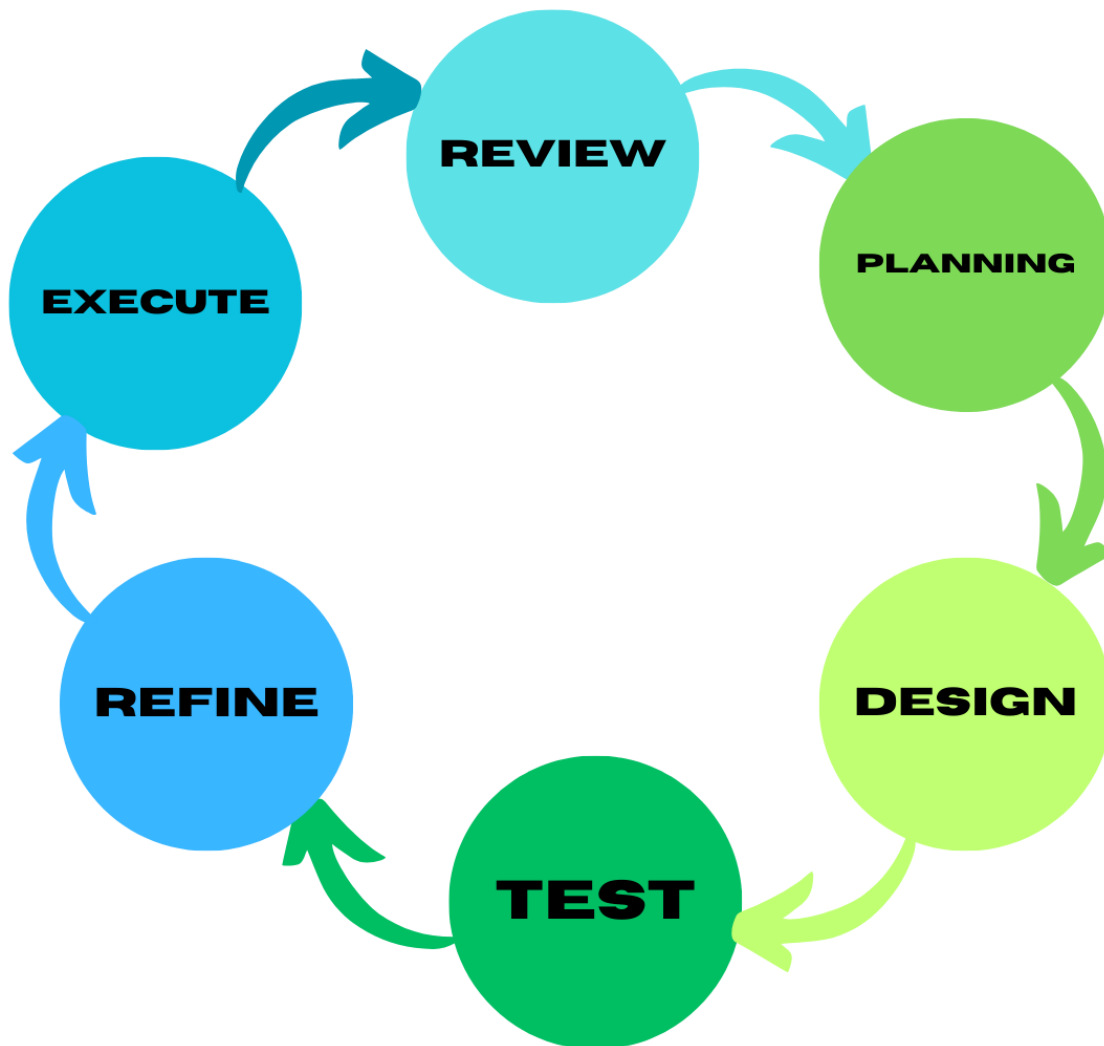


Figure 2. Project Methodology

Project Methodology Breakdown:

Review

Review and prioritize tasks for the next sprint based on company priorities and feedback from previous sprints. Tasks may include new ad campaigns, further promotion research, or improvements to customer service processes.

Planning

Define goals so the hired employees can effectively manage the company's social media presence and respond to customer inquiries. Define specific tasks, such as creating social media ads, researching seasonal promotions, responding to inquiries on Facebook, Instagram, and email (Gmail), producing ads, and suggesting products to be designed and put on the market for promotions.

Design

Discuss progress on assigned tasks, such as ad creation, promotion research, and customer inquiries. Identify any challenges or roadblocks faced in executing the tasks and find solutions.

Test

Execute the tasks defined in the planning phase, such as creating ads, researching promotions, and responding to social media and email customer inquiries.

Refine

Reflect on what went well during the sprint, such as successful ad campaigns or efficient handling of customer inquiries, and what could be improved. Identify any areas for improvement, such as optimizing ad targeting or streamlining customer service processes, and discuss potential solutions.

Execute

Review and prioritize tasks for the next sprint based on company priorities and feedback from previous sprints. Tasks may include new ad campaigns, further promotion research, or improvements to customer service processes.

Strategies of the Project

1. Development Methodology

- **Circular process (Agile Methodology):** The Agile methodology, characterized by its circular process, is highly advantageous for the post-hiring phase. Agile enables employees to adopt an iterative and collaborative approach to their work once onboarded. This methodology enables flexibility, adaptability, and continuous improvement in employee tasks and workflows. Therefore, the business can optimize operations, enhance productivity, and drive continuous innovation in candidate selection by embracing Agile principles, such as regular feedback loops, adaptive planning, and incremental delivery.

2. Testing Methods

- **Role-Specific Skills Testing:** Conduct role-specific skills assessments or tests as part of the hiring process to ensure that candidates possess the skills and competencies required for their respective positions at VultureroCKPH.

- **Scenario-Based Testing:** Presenting candidates with real-world scenarios or challenges relevant to their roles (e.g., resolving customer inquiries, developing marketing campaigns) and evaluating their ability to problem-solve and apply their skills effectively.
- **Behavioral Assessments:** Utilizing behavioral assessment tools or interviews to evaluate candidates' soft skills, such as communication, teamwork, and adaptability, which are crucial for success

3. Strategies to be used in the development

- **Iterative Recruitment Process:** Breaking down the recruitment process into iterative stages (e.g., resume screening, initial interviews, skills testing, final interviews) that can be completed within short cycles, allowing for continuous feedback and adjustments to improve candidate selection.
- **Collaborative Hiring:** Involve a screening panel in the recruitment process to ensure that candidates are evaluated from diverse perspectives and aligned with the company's culture and values.
- **Candidate Experience Enhancement:** Implementing strategies to enhance the candidate experience throughout the recruitment process, such as providing clear communication, timely feedback, and positive interaction with VulturerockPH's brand, to attract top talent and promote a positive employer brand image.
- The marketing and service officers should possess proficiency in editing tools for promotion and sales and adept communication skills for engaging with customers effectively. Mastery of editing tools such as Adobe Photoshop or Canva allows them to create visually appealing promotional materials tailored to the company's branding and marketing objectives. Additionally, their expertise in communication ensures seamless interaction with customers across various platforms, including social media channels and email inquiries. By leveraging these dual capabilities, the marketing and service officers can collaboratively drive engagement, build customer relationships, and ultimately contribute to the overall success of VulturerockPH's marketing and customer service initiatives.

Implementation

1. **Deployment Plan:** Develop a deployment plan outlining the steps and timeline for implementing the new hiring process for marketing and customer service roles at VulturerockPH.
2. **Activities:**
 - Conduct a pilot run of the new hiring process to identify any potential issues or areas for improvement.
 - Finalize the recruitment strategy, including job postings, candidate screening methods, and interview procedures.

- Implement recruitment software or tools to streamline the hiring process, such as applicant tracking systems (ATS) or video interviewing platforms.
- Train on the new recruitment procedures and tools to ensure smooth implementation.
- Launch the updated hiring process, monitor progress, and address any challenges during deployment.

Project Management

1. **Project Team:** Establish a project team comprising the Marketing Officer and Service Officer responsible for implementing the new business process.
2. **Project Plan:** Develop a detailed project plan outlining roles, responsibilities, milestones, and timelines for each project phase.
3. **Communication Plan:** Implement a communication plan to keep everyone informed about project progress, updates, and changes to the timeline or scope.
4. **Risk Management:** Identify potential risks and develop mitigation strategies to address them proactively, ensuring minimal disruption of the project timeline and objectives.
5. **Monitoring and Reporting:** Regularly monitor project progress against key performance indicators (KPIs) and provide regular reports to the owner to track milestones and address any issues.

Strategies for Acceptance

1. **Stakeholder Engagement:** Engage with the owner throughout the project to ensure their buy-in and support for the new hiring process.
2. **Training and Support:** Provide comprehensive training and support to the people involved in the recruitment process to facilitate the adoption of new procedures and tools.
3. **Feedback Mechanisms:** Implement feedback mechanisms, such as surveys or focus groups, to gather input from stakeholders about their experience with the new hiring process and identify areas for improvement.
4. **Celebration of Milestones:** Celebrate critical milestones and achievements throughout the project implementation to recognize the project team's efforts and reinforce the importance of the new hiring process to VultureroCKPH's success.
5. **Continuous Improvement:** Foster a culture of continuous improvement by soliciting ongoing feedback, evaluating the effectiveness of the new hiring process, and making adjustments as needed to optimize outcomes and ensure long-term success.

4 WORK BREAKDOWN STRUCTURE

Table 1. WORK BREAKDOWN STRCUTURE DICTIONARY

Level 1	Level 2	Level 3
1. Review Phase	1.1 Review and Prioritize Tasks	1.1.1 Conduct Research 1.1.2 Identify Improvements for Customer Satisfaction and Services 1.1.3 Prioritize Company Objectives 1.1.4 Determine new Ad Campaigns
2. Planning Phase	2.1 Define Goals for Hired Employees	2.1.1 Set Targets for Customer Inquiries 2.1.2 Establish Social Media Objectives
	2.2 Define Specific Tasks	2.2.1 Create & Produce Ads 2.2.2 Research Promotions 2.2.3 Respond to Inquiries in Email and Social Media 2.2.4 Brainstorm products for Promotions
3. Design Phase	3.1 Discuss Progress on Assigned Tasks	3.1.1 Review ad creation 3.1.2 Evaluate Promotion Research Findings 3.1.3 Analyze Customer Inquiries
	3.2 Identify Challenges and Roadblocks	3.2.1 Asses Obstacles in Ad Creation 3.2.2 Address Issues in Researching 3.2.3 Resolve Difficulties in Handling Inquiries

4. Test Phase	4.1 Execute Tasks Defined in the Planning Phase	4.1.1 Ads Creation According to Specifications 4.1.2 Utilize Researched Materials 4.1.3 Respond to Inquiries promptly
5. Refine Phase	5.1 Reflect on Performance	5.1.1 Analyze Ad Campaigns 5.1.2 Evaluate Efficiency in Handling Inquiries
	5.2 Identify Areas for Improvement	5.2.1 Determine optimizations for Ad Targeting 5.2.2 Streamline Customer Service Process
6. Execute Phase	6.1 Review and Prioritize Tasks	6.1.1 Review company priorities and feedback 6.1.2 Highlight some objectives for next sprint

5 PROJECT TEAM

EXTERNAL INTERFACES

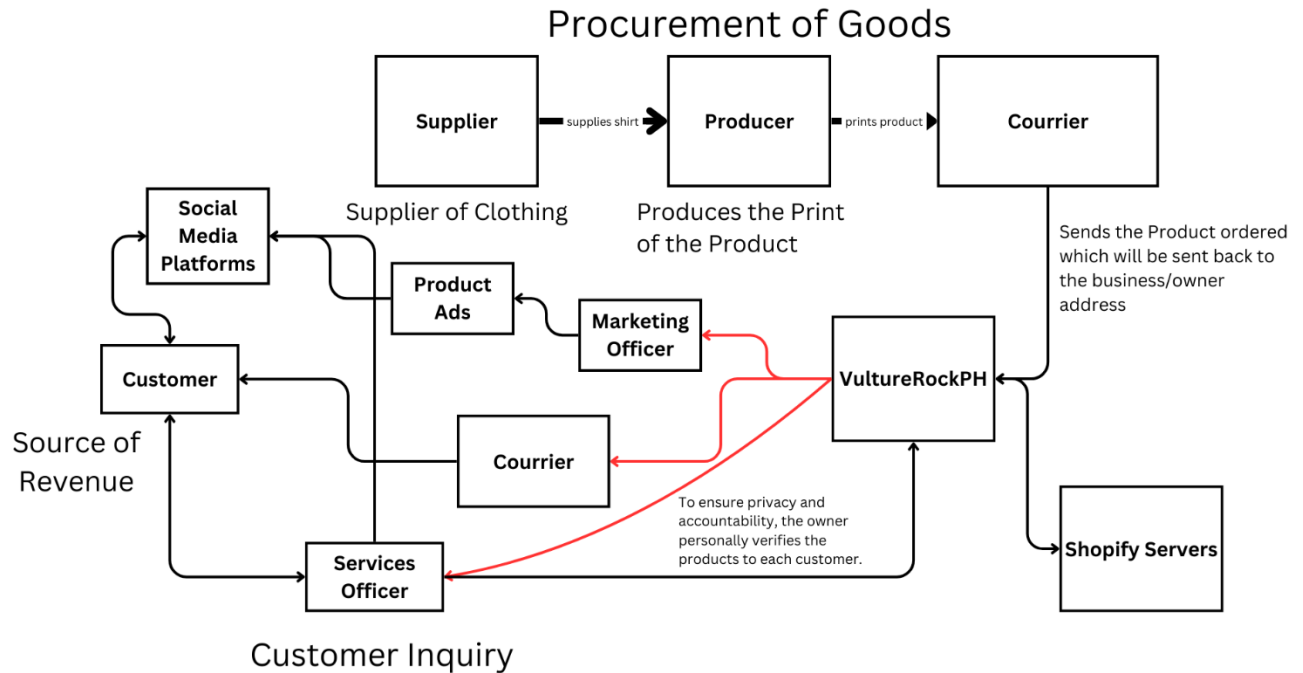


Figure 3. External Interfaces

The External Interfaces of the business encompass a network of external factors crucial for its operation and success. These include the clothing supplier, responsible for providing the necessary materials; the producer manufacturing the products based on the specified designs; and the courier service entrusted with delivering the finished goods to VultureRockPH. To uphold customer data privacy, the owner verifies each product before dispatching it to customers. A courier service is engaged to collect the verified products from VultureRockPH and promptly deliver them to customers. While VultureRockPH operates locally in Davao City, they extend their reach through shipping services beyond the city limits. However, the courier service remains an external variable, as any delays in shipment cannot be attributed solely to VultureRockPH. Customers play a pivotal role as external stakeholders, as they engage with the business through various channels, such as social media advertisements and inquiries via social media pages or email, highlighting their significance in driving business interactions and transactions. Lastly, since Shopify is hosting the website, it is essential to note that it would depend on their servers and the availability of the Online Shop.

INTERNAL INTERFACES

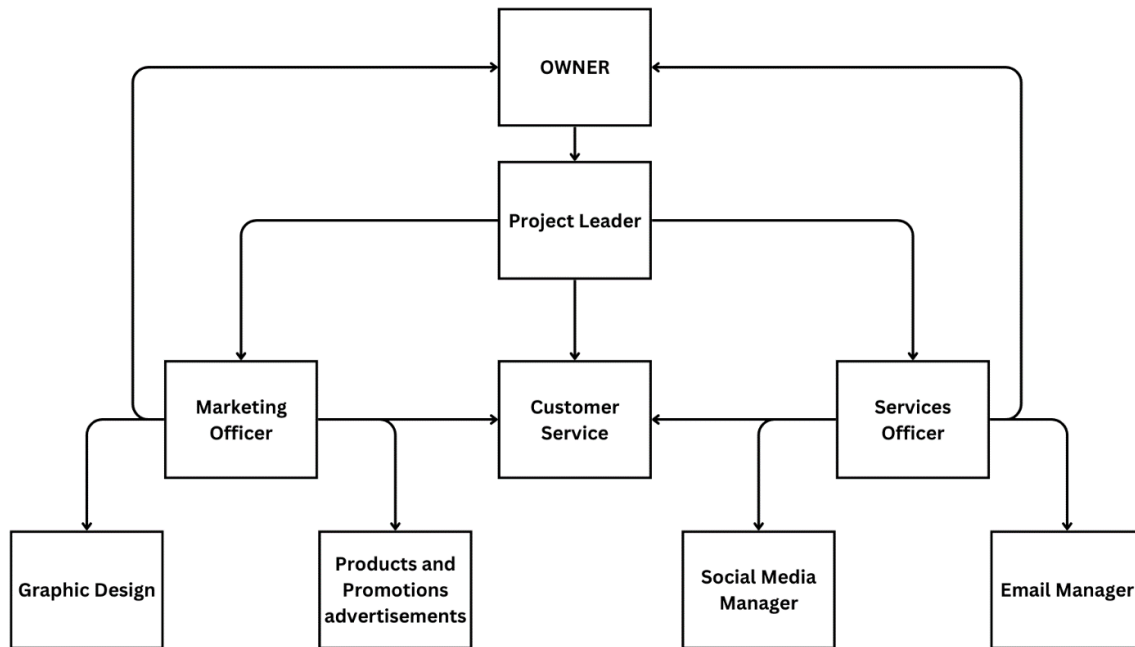


Figure 4. Internal Interfaces

The internal interfaces of the business entail a structured hierarchy involving the owner, project leader, Marketing Officer, and Services Officer, each with distinct roles and responsibilities. The owner assumes the ultimate decision-making authority across all business matters. Direct communication channels are established, with the owner conveying directives to the project leader and disseminating them to either the Marketing Officer or Services Officer as appropriate. The Marketing Officer oversees the graphic design, product enhancements, and promotional endeavors, while the Services Officer manages social media platforms for inquiries and email correspondence. Additionally, the Services Officer coordinates the dissemination and management of content produced by the Marketing Officer. Open communication is encouraged throughout the organization, with all employees empowered to relay inquiries or forward pertinent information to the owner, fostering a collaborative and responsive working environment.

6 Project Cost

Roles

Alfred Ashley F. Andrion is designated as the project manager for the business, assuming a pivotal role in overseeing and coordinating various aspects of planning and management between the two key employees. The first employee, the Services Officer, is responsible for managing the business's social media presence, handling email inquiries, and spearheading promotional activities. This role necessitates full-time dedication to ensure effective customer engagement and promote the business's offerings. Conversely, the Marketing Officer operates on an output-based model and is tasked with creating advertisements, designing products, and implementing strategies to foster business growth. This dynamic division of labor ensures a comprehensive approach to marketing and promotional endeavors underpinned by Andrion's overarching management and strategic guidance.





Resources Usage

	Name	Work	Work Contour	Assignmen...	Leveling D...	Cost Rate Table
1	Alfred Ashley F. Andrion	160 hours				
	<i>Research Promotions</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Brainstorm products for Promotions</i>	32 hours Flat		0 days	0 days	Rate A
	<i>Address Issues in Researching</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Highlight some objectives for next sprint</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Evaluate Promotion Research Findings</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Identify Improvements for Customer Satisfaction and Services</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Determine new Ad Campaigns</i>	32 hours Flat		0 days	0 days	Rate A
	<i>Review Company Goals and feedback</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Utilize Researched Materials</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Establish Social Media Objectives</i>	32 hours Flat		0 days	0 days	Rate A
	<i>Prioritize Company Objectives</i>	8 hours Flat		0 days	0 days	Rate A
2	Services Officer	136 hours				
	<i>Streamline Customer Service Process</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Evaluate Efficiency in Handling Inquiries</i>	16 hours Flat		0 days	0 days	Rate A
	<i>Respond to Inquiries promptly</i>	32 hours Flat		0 days	0 days	Rate A
	<i>Analyze Customer Inquiries</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Set Targets for Customer Inquiries</i>	24 hours Flat		0 days	0 days	Rate A
	<i>Resolve Difficulties in Handling Inquiries</i>	40 hours Flat		0 days	0 days	Rate A
	<i>Respond to Inquiries in Email and Social Media</i>	8 hours Flat		0 days	0 days	Rate A
3	Marketing Officer	96 hours				
	<i>Asses Obstacles in Ad Creation</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Analyze Ad Campaigns</i>	16 hours Flat		0 days	0 days	Rate A
	<i>Create & Produce Ads</i>	8 hours Flat		0 days	0 days	Rate A
	<i>Ads Creation According to Specifications</i>	56 hours Flat		0 days	0 days	Rate A
	<i>Determine optimizations for Ad Targeting</i>	8 hours Flat		0 days	0 days	Rate A

Figure 5. Resource Usage

Figure 5 elucidates the intricate distribution of labor within our business endeavor, meticulously outlining the dedicated commitment of each individual through their allocated work hours and corresponding tasks. This visual representation is a pivotal tool for understanding the dynamic interplay between effort and productivity, guiding our strategic planning and resource allocation to ensure optimal operational efficiency and achieving our objectives.

Labor Rates

	Name	RBS	Type
	Alfred Ashley F. Andrion		Work
	Services Officer		Work
	Marketing Officer		Work

Initials	Group	Max. Units	Standard Rate
A		100%	\$5.00/hour
S		100%	\$4.00/hour
M		100%	\$3.00/hour

Figure 6. Labor Rates

The figure above presents the hourly rates and the respective employee names. Alfred Andrion assumes the role of project manager, collaborating closely with both a Services Officer and a Marketing Officer. Alfred's hourly rate is tentatively set at \$5/hr, reflecting his comprehensive oversight and management responsibilities. The Services Officer, dedicated to full-time engagement with tasks such as managing social media and email inquiries, is assigned an hourly rate of \$4/hr. Meanwhile, the Marketing Officer operates on an output-based model and is assigned a tentative rate of \$3/hr, commensurate with their role focused on promotional activities and business growth strategies. These hourly rates reflect an equitable distribution of compensation considering the distinct responsibilities and contribution levels of each team member within the business framework.

Project Tracking Plan Schedule

	Name	Work	Duration	Start	Finish
1	Review Phase	56 hours	7 days	1/16/24 8:00 AM	1/24/24 5:00 PM
2	Review and Prioritize Tasks	56 hours	7 days	1/16/24 8:00 AM	1/24/24 5:00 PM
3	Conduct Research	8 hours	1 day	1/16/24 8:00 AM	1/16/24 5:00 PM
4	Identify Improvements for Customer Satisfaction and Services	8 hours	1 day	1/17/24 8:00 AM	1/17/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	8 hours	1 day	1/17/24 8:00 AM	1/17/24 5:00 PM
5	Prioritize Company Objectives	8 hours	1 day	1/18/24 8:00 AM	1/18/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	8 hours	1 day	1/18/24 8:00 AM	1/18/24 5:00 PM
6	Determine new Ad Campaigns	32 hours	4 days	1/19/24 8:00 AM	1/24/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	32 hours	4 days	1/19/24 8:00 AM	1/24/24 5:00 PM
7	Planning Phase	112 hours	11 days	1/26/24 8:00 AM	2/9/24 5:00 PM
8	Define Goals for Employees	56 hours	7 days	1/26/24 8:00 AM	2/5/24 5:00 PM
9	Set Targets for Customer Inquiries	24 hours	3 days	1/26/24 8:00 AM	1/30/24 5:00 PM
	<i>Services Officer</i>	24 hours	3 days	1/26/24 8:00 AM	1/30/24 5:00 PM
10	Establish Social Media Objectives	32 hours	4 days	1/31/24 8:00 AM	2/5/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	32 hours	4 days	1/31/24 8:00 AM	2/5/24 5:00 PM
11	Define Tasks	56 hours	5 days	2/5/24 8:00 AM	2/9/24 5:00 PM
12	Create & Produce Ads	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
	<i>Marketing Officer</i>	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
13	Research Promotions	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
14	Respond to Inquiries in Email and Social Media	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
	<i>Services Officer</i>	8 hours	1 day	2/5/24 8:00 AM	2/5/24 5:00 PM
15	Brainstorm products for Promotions	32 hours	4 days	2/6/24 8:00 AM	2/9/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	32 hours	4 days	2/6/24 8:00 AM	2/9/24 5:00 PM
16	Design Phase	80 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM
17	Discuss Progress on Assigned Tasks	24 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
18	Review ad creation	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
19	Evaluate Promotion Research Findings	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
20	Analyze Customer Inquiries	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
	<i>Services Officer</i>	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
21	Identify Challenges and Roadblocks	56 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM
22	Asses Obstacles in Ad Creation	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
	<i>Marketing Officer</i>	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
23	Address Issues in Researching	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
	<i>Alfred Ashley F. Andrion</i>	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
24	Resolve Difficulties in Handling Inquiries	40 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM
	<i>Services Officer</i>	40 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM

Figure 7a. Project Tracking Plan

<input checked="" type="checkbox"/> Test Phase	96 hours	10 days	2/23/24 8:00 AM	3/7/24 5:00 PM
<input checked="" type="checkbox"/> Execute Tasks Defined in the Planning Phase	96 hours	10 days	2/23/24 8:00 AM	3/7/24 5:00 PM
Ads Creation According to Specifications	56 hours	7 days	2/23/24 8:00 AM	3/4/24 5:00 PM
<i>Marketing Officer</i>	<i>56 hours</i>	<i>7 days</i>	<i>2/23/24 8:00 AM</i>	<i>3/4/24 5:00 PM</i>
Utilize Researched Materials	8 hours	1 day	3/4/24 8:00 AM	3/4/24 5:00 PM
<i>Alfred Ashley F. Andrion</i>	<i>8 hours</i>	<i>1 day</i>	<i>3/4/24 8:00 AM</i>	<i>3/4/24 5:00 PM</i>
Respond to Inquiries promptly	32 hours	4 days	3/4/24 8:00 AM	3/7/24 5:00 PM
<i>Services Officer</i>	<i>32 hours</i>	<i>4 days</i>	<i>3/4/24 8:00 AM</i>	<i>3/7/24 5:00 PM</i>
<input checked="" type="checkbox"/> Refine Phase	48 hours	4 days	3/7/24 8:00 AM	3/12/24 5:00 PM
<input checked="" type="checkbox"/> Refect on Performance	32 hours	3 days	3/7/24 8:00 AM	3/11/24 5:00 PM
Analyze Ad Campaigns	16 hours	2 days	3/7/24 8:00 AM	3/8/24 5:00 PM
<i>Marketing Officer</i>	<i>16 hours</i>	<i>2 days</i>	<i>3/7/24 8:00 AM</i>	<i>3/8/24 5:00 PM</i>
Evaluate Efficiency in Handling Inquiries	16 hours	2 days	3/8/24 8:00 AM	3/11/24 5:00 PM
<i>Services Officer</i>	<i>16 hours</i>	<i>2 days</i>	<i>3/8/24 8:00 AM</i>	<i>3/11/24 5:00 PM</i>
<input checked="" type="checkbox"/> Identify Areas for Improvement	16 hours	2 days	3/11/24 8:00 AM	3/12/24 5:00 PM
Determine optimizations for Ad Targeting	8 hours	1 day	3/11/24 8:00 AM	3/11/24 5:00 PM
<i>Marketing Officer</i>	<i>8 hours</i>	<i>1 day</i>	<i>3/11/24 8:00 AM</i>	<i>3/11/24 5:00 PM</i>
Streamline Customer Service Process	8 hours	1 day	3/12/24 8:00 AM	3/12/24 5:00 PM
<i>Services Officer</i>	<i>8 hours</i>	<i>1 day</i>	<i>3/12/24 8:00 AM</i>	<i>3/12/24 5:00 PM</i>
<input checked="" type="checkbox"/> Execute Phase	16 hours	1 day	3/14/24 8:00 AM	3/14/24 5:00 PM
<input checked="" type="checkbox"/> Review and Priorityze Tasks	16 hours	1 day	3/14/24 8:00 AM	3/14/24 5:00 PM
Review Company Goals and feedback	8 hours	1 day	3/14/24 8:00 AM	3/14/24 5:00 PM
<i>Alfred Ashley F. Andrion</i>	<i>8 hours</i>	<i>1 day</i>	<i>3/14/24 8:00 AM</i>	<i>3/14/24 5:00 PM</i>
Highlight some objectives for next sprint	8 hours	1 day	3/14/24 8:00 AM	3/14/24 5:00 PM
<i>Alfred Ashley F. Andrion</i>	<i>8 hours</i>	<i>1 day</i>	<i>3/14/24 8:00 AM</i>	<i>3/14/24 5:00 PM</i>

Figure 7b. Project Tracking Plan

The project tracking plan figures comprehensively depict the phases, tasks, and activities essential for project completion. Each task is meticulously outlined with its corresponding allocation of work hours or man-days, duration, and scheduled start and end dates. Furthermore, the responsible employee for each task is designated, ensuring accountability and effective coordination throughout the project lifecycle. This detailed visualization serves as a roadmap, guiding the team toward successful project execution by clarifying responsibilities and timelines for every aspect of the endeavor.

Alfred Ashley F. Andrion Cost \$800.00 Budget \$0.00	Services Officer Cost \$544.00 Budget \$0.00	Marketting Officer Cost \$288.00 Budget \$0.00
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Figure 8. Salary Allocation

The image above illustrates the salary allocation for each employee within the business framework. This visual representation delineates the monetary compensation attributed to Alfred Andrion, the Services Officer, and the Marketing Officer, thereby clarifying the financial distribution among team members.

7 Project Monitoring

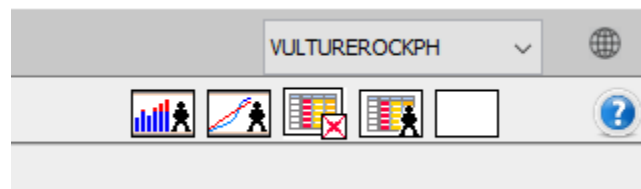


Figure 9. ProjectLibre Dashboard Options

ProjectLibre is a powerful project management tool renowned for its intuitive interface and comprehensive features. One standout aspect is its built-in dashboard functionality, which dynamically updates as designated point persons modify tasks. This real-time dashboard provides stakeholders with a clear overview of project progress, allowing them to track key metrics, identify potential bottlenecks, and make informed decisions promptly. With ProjectLibre's integrated dashboard, project managers can effortlessly monitor task status, resource allocation, and timelines, ensuring projects stay on track and objectives are achieved efficiently. This feature enhances collaboration, transparency, and overall project success, making ProjectLibre a preferred choice for teams seeking effective project management solutions.

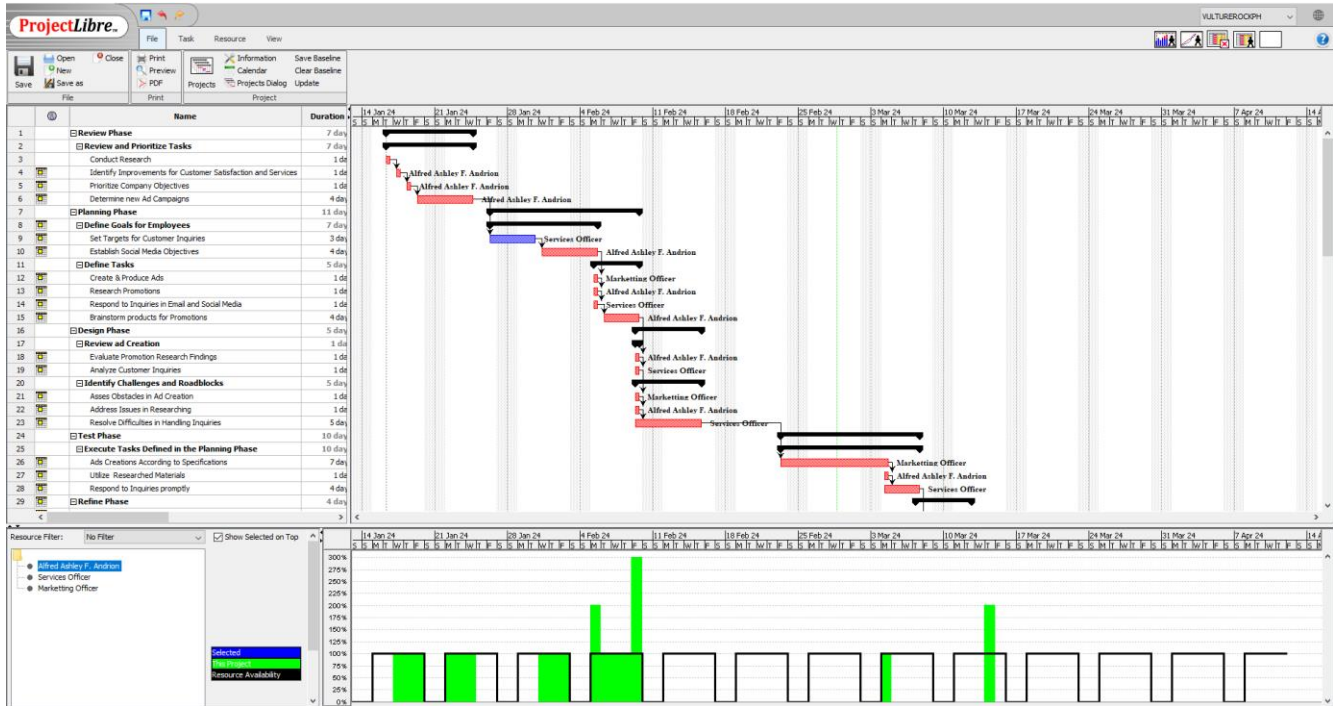


Figure 10. Histogram Sample

In addition to its real-time dashboard for tracking task updates, ProjectLibre offers various dashboard options to cater to project management needs. Users can leverage histograms to visualize task distributions and identify patterns in workload allocation. Interactive charts provide insights into project milestones, progress trends, and potential dependencies. Moreover, the resource usage dashboard enables efficient management of team members and ensures optimal utilization of available resources. Simultaneously, the task usage dashboard offers a detailed breakdown of task assignments and progress, empowering project managers to allocate resources effectively and address any potential issues promptly. With these versatile dashboard features, ProjectLibre provides comprehensive tools for monitoring, analyzing, and optimizing project performance from start to finish.