

# VultureRockPH Marketing and Customer Service Enhancement Initiative

Alfred Ashley F. Andrion  
BSIS



vulturerockph Following Message

762 posts 12.7K followers 198 following

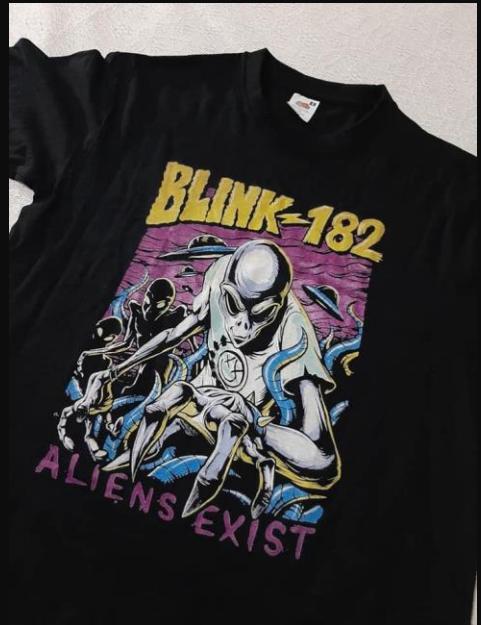
V-Rock (Band Tees)  
@vulturerockph

Apparel & clothing  
WEBSITE CLOSED FOR MAINTENANCE  
#SaveRockAndRoll | Est. 2017  
@ vulturerockph.com

Followed by miiannebernabe, andrave\_paclar, vrockcatalogue + 55 more

Vulture Rock  
8.4K likes • 8.8K followers





# 1.1 - PROJECT PLANNING

## 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](http://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.



# 1.1 - PROJECT PLANNING

## 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
- 

# #SAVEROCKANDROLL

## How they manage their business operations/projects?

- Business operations and projects at Vulture Rock Apparel are overseen meticulously by the owner
- The owner takes a hands-on approach to managing the Website
- The Website was crafted with Shopify for versatility
- Continuous refinement of the Website to enhance user experience and functionality
- Leveraging social media, particularly Facebook and Instagram
- Swift responsiveness to customer inquiries and concerns on social media
- Email channel in place for customers not active on social media
- Owner adeptly balances business demands within leisure time
- Exhibits personalized and dedicated management style
- Contributes to the brand's unique identity and customer engagement

## 1.1 - PROJECT PLANNING

# 1.1 - PROJECT PLANNING

How they execute their project plan?

- **Business Process:**
  - Customer orders from the website ([vulturerockph.com](http://vulturerockph.com))
  - Customer sends proof of payment via social media (Facebook or Instagram) or email ([vulturerockph@gmail.com](mailto:vulturerockph@gmail.com))
  - The Owner will forward the order details (shirt specs and customer shipping details) to the supplier
  - Supplier produces the product
  - Supplier ships the product
  - Supplier sends the tracking number to the Owner
  - The Owner will forward the tracking number to the customer
  - Then, for feedback or concerns, the Owner/Customer can reach out to the available platforms mentioned above
- **Other Tasks:**
  - The Owner makes newsletters occasionally for people who subscribe to their email on the website.
  - The Owner would also do sales/promos that can entice people, like significant discounts or a free shirt after buying some or from a giveaway
  - The Owner will also ask friends about trends for his products or promotions that are doable to execute on his own time; therefore, his project plan mainly revolves around the ideas of people whom he asks from



# 1.1 - PROJECT PLANNING

---

## Current Issues/concerns needs to be address:

1. Automation of adding order details in Microsoft Word or Excel. For example, if there is a recent/new order, 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 could work on it right away. (Information such as shirt specs and customer shipping details)
3. From time to time, securing stocks is necessary 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 needed to address inquiries and order confirmations online because the Owner has a primary job now.**
- 5. The amount of work hours 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 - PROJECT PLANNING

---

## Goals:

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





## 1.2 - PROJECT PLANNING



### Objectives:

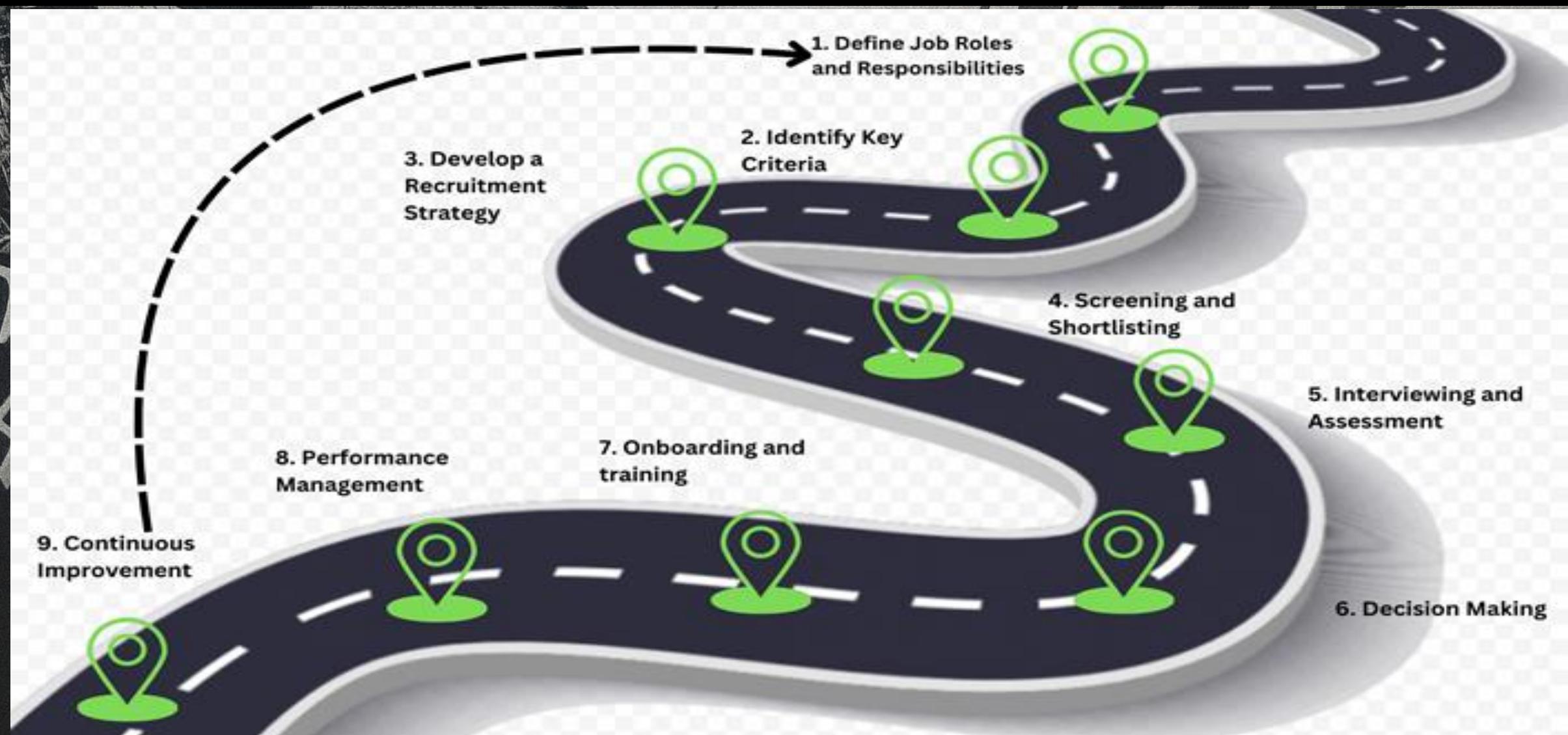
- Time Management Enhancement
- Staffing Resource Optimization
- Breakdown Role & Criteria for Marketing Officer and Customer Coordinator
- Make Criteria for the Needed Staffing Positions and include Cost Breakdown
- Marketing Strategy Enhancement

# 1.2 - PROJECT PLANNING

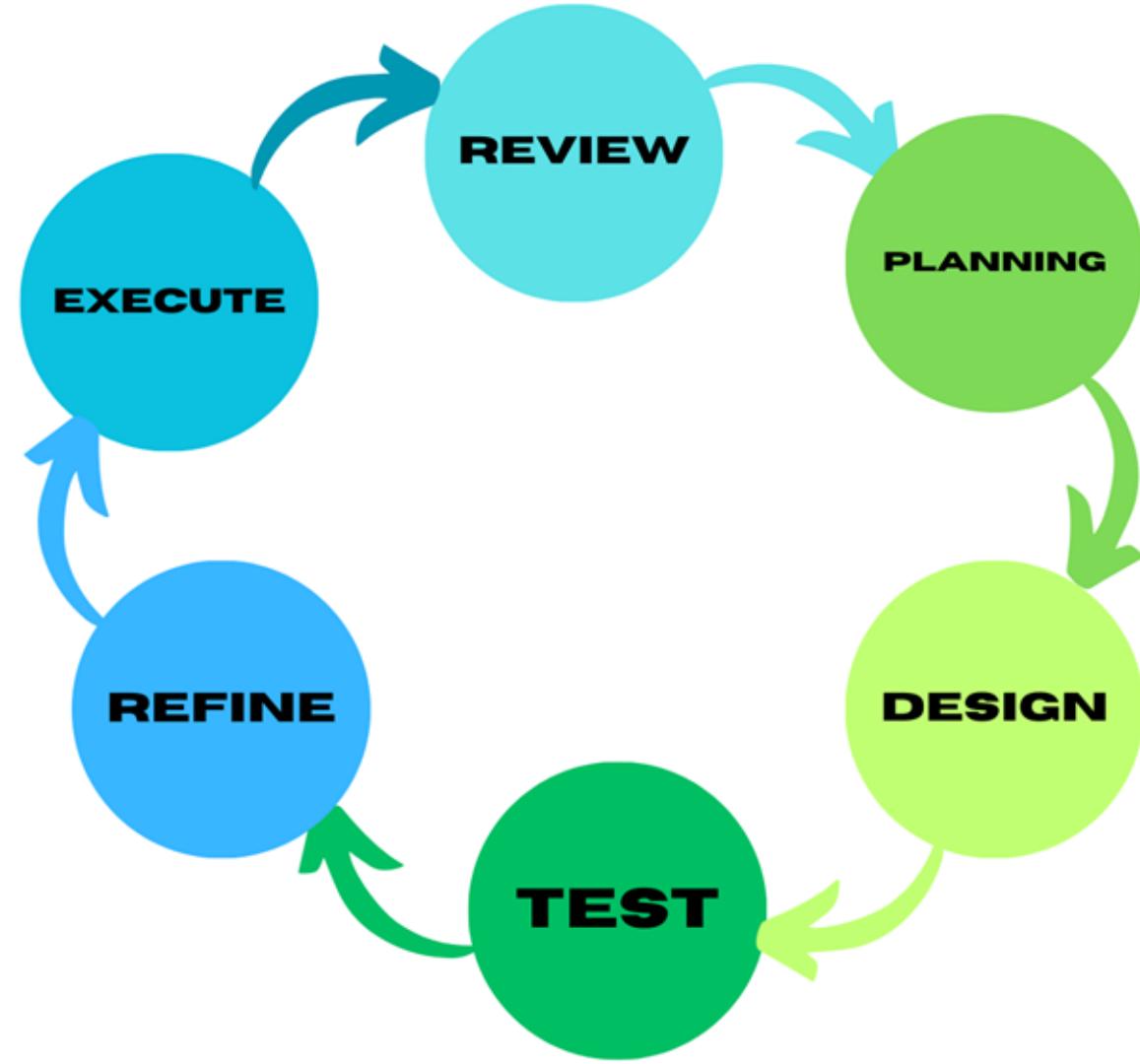
## Scope and Purpose of the Project

This project aims to strategically enhance Vulture Rock Apparel's operational landscape by focusing on critical areas such as marketing efficiency, time management optimization, customer satisfaction, and sustained business growth. By implementing Information Systems solutions aligned with Project Management principles, specific goals will be targeted, including promoting products to increase sales, streamlining operations to optimize time usage, improving customer satisfaction through defined roles, boosting business popularity through targeted marketing, and establishing criteria for staffing positions to maintain profitability. A comprehensive cost analysis will also be conducted to ensure efficient resource allocation. Ultimately, the project's purpose extends beyond operational efficiency and growth to establishing financial stability, improving customer experience, and enabling long-term strategic planning. Through this initiative, Vulture Rock Apparel aims to solidify its position as a competitive force in the online apparel market, ensuring continued success and profitability.

## 2 - PROJECT FRAMEWORK



### 3 – PROJECT METHODOLOGY

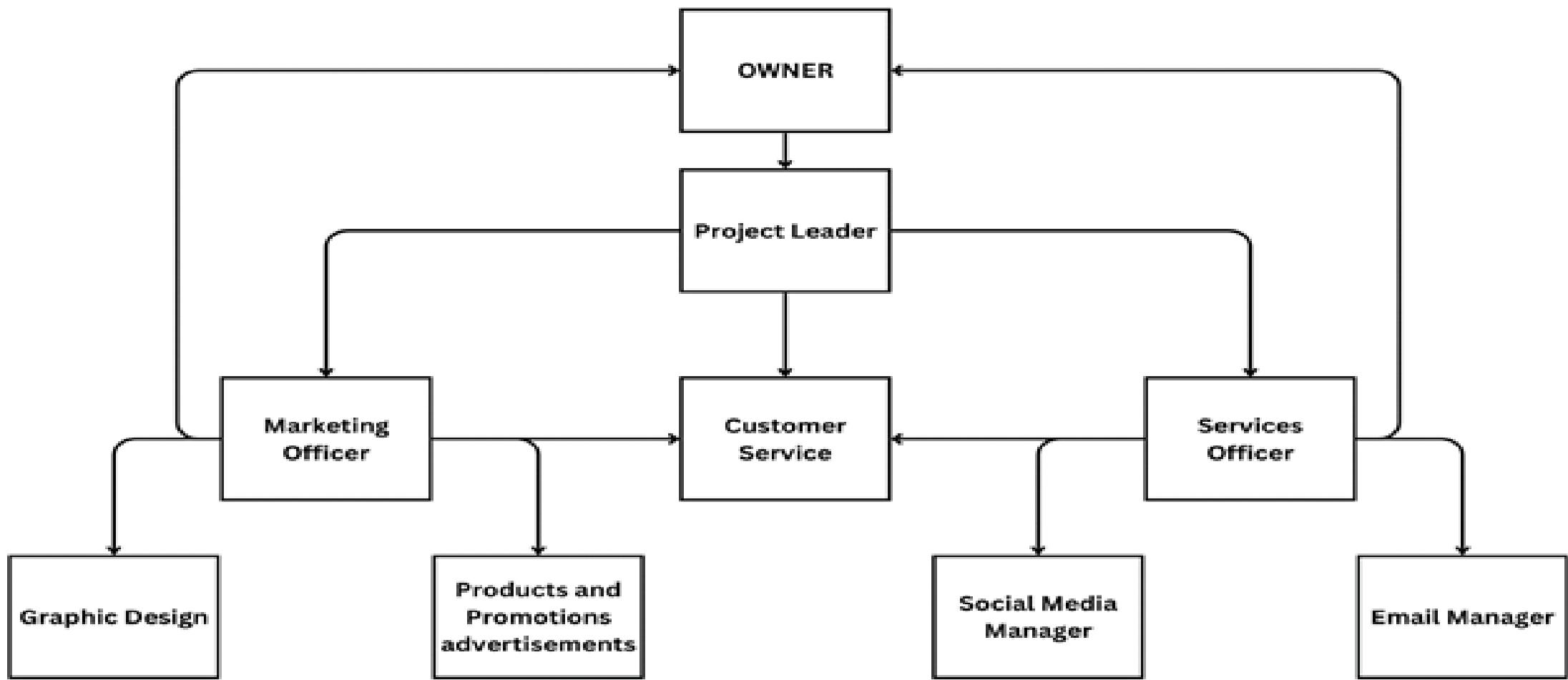


# 4 - WORK BREAKDOWN STRUCTURE

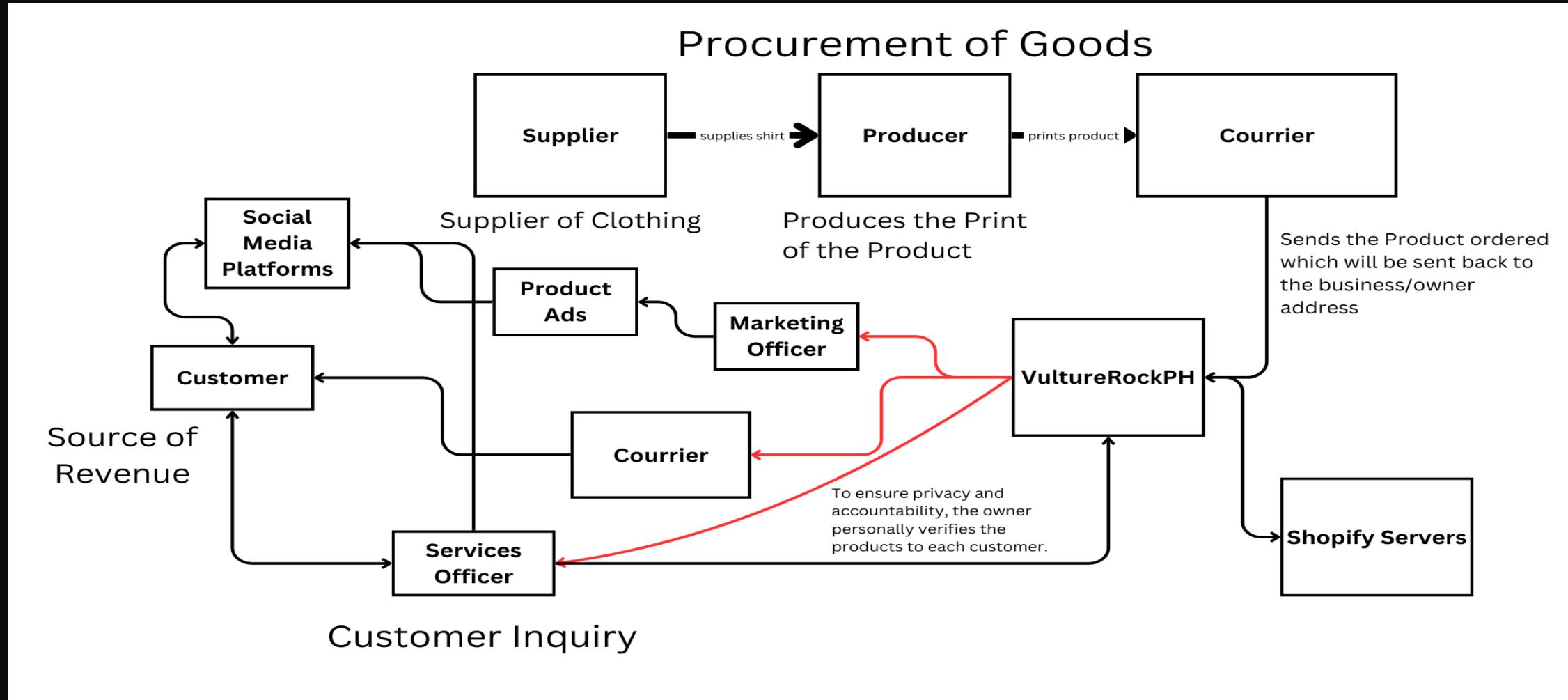
Level 1	Level 2	Level 3
<b>1. Review Phase</b>	<b>1.1 Review and Prioritize Tasks</b>	1.1.1 Conduct Research 1.1.2 Identify Improvements for Customer Satisfaction and Services 1.1.3 Prioritize Company Objectives 1.1.4 Determine new Ad Campaigns
<b>2. Planning Phase</b>	<b>2.1 Define Goals for Hired Employees</b>	2.1.1 Set Targets for Customer Inquiries 2.1.2 Establish Social Media Objectives
	<b>2.2 Define Specific Tasks</b>	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
<b>3. Design Phase</b>	<b>3.1 Discuss Progress on Assigned Tasks</b>	3.1.1 Review ad creation 3.1.2 Evaluate Promotion Research Findings 3.1.3 Analyze Customer Inquiries
	<b>3.2 Identify Challenges and Roadblocks</b>	3.2.1 Assess Obstacles in Ad Creation 3.2.2 Address Issues in Researching 3.2.3 Resolve Difficulties in Handling Inquiries

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

# 5 - PROJECT ORGANIZATION INTERNAL INTERFACES



# 5 - PROJECT ORGANIZATION EXTERNAL INTERFACES



# Resource Usage

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

# Labor Rate

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

**Alfred Ashley F. Andrion**

Cost \$800.00

Budget \$0.00

**Services Officer**

Cost \$544.00

Budget \$0.00

**Marketing Officer**

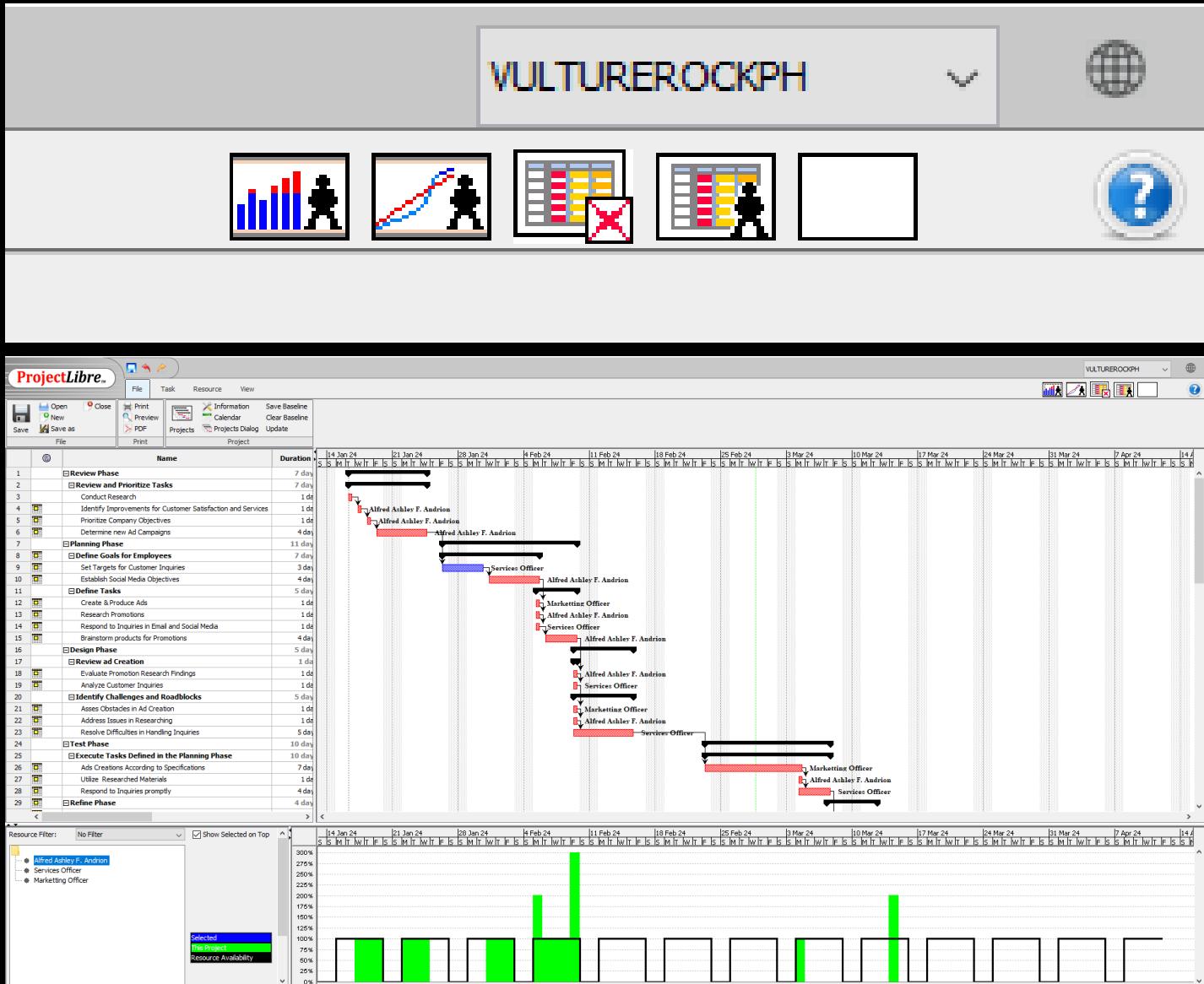
Cost \$288.00

Budget \$0.00

# Project Tracking Plan

	Name	Work	Duration	Start	Finish
1	☒ <b>Review Phase</b>	56 hours	7 days	1/16/24 8:00 AM	1/24/24 5:00 PM
2	☒ <b>Review and Prioritize Tasks</b>	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
	Alfred Ashley F. Andrian	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
	Alfred Ashley F. Andrian	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
	Alfred Ashley F. Andrian	32 hours	4 days	1/19/24 8:00 AM	1/24/24 5:00 PM
7	☒ <b>Planning Phase</b>	112 hours	11 days	1/26/24 8:00 AM	2/9/24 5:00 PM
8	☒ <b>Define Goals for Employees</b>	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
	Services Officer	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
	Alfred Ashley F. Andrian	32 hours	4 days	1/31/24 8:00 AM	2/5/24 5:00 PM
11	☒ <b>Define Tasks</b>	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
	Marketing Officer	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
	Alfred Ashley F. Andrian	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
	Services Officer	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
	Alfred Ashley F. Andrian	32 hours	4 days	2/6/24 8:00 AM	2/9/24 5:00 PM
16	☒ <b>Design Phase</b>	80 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM
17	☒ <b>Discuss Progress on Assigned Tasks</b>	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
	Alfred Ashley F. Andrian	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
	Services Officer	8 hours	1 day	2/9/24 8:00 AM	2/9/24 5:00 PM
21	☒ <b>Identify Challenges and Roadblocks</b>	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
	Marketing Officer	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
	Alfred Ashley F. Andrian	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
	Services Officer	40 hours	5 days	2/9/24 8:00 AM	2/15/24 5:00 PM

# Project Monitoring



# VultureRockPH Marketing and Customer Service Enhancement Initiative

Alfred Ashley F. Andrion  
BSIS



vulturerockph Following Message

762 posts 12.7K followers 198 following

V-Rock (Band Tees)  
@vulturerockph

Apparel & clothing  
WEBSITE CLOSED FOR MAINTENANCE  
#SaveRockAndRoll | Est. 2017  
@ vulturerockph.com

Followed by miiannebernabe, andrave\_paclar, vrockcatalogue + 55 more

Vulture Rock  
8.4K likes • 8.8K followers

