

PYFER LAW GROUP EXPANSION



TEAM MEMBERS:

ASMA RAUF	PROJECT LEADER
CALLAN PYFER	RISK MANAGER
SAVRAJ DHALIWAL	COST BENEFIT/COMMUNICATIONS MANAGER
EMINA ABDELDAYEM	QUALITY ASSURANCE
MOOMAL DURRANI	RESEARCH ANALYST
SAMIA SHAHID	RESEARCH ANALYST
ABHINAV KONAGALA	RESEARCH ANALYST

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PROJECT PROPOSAL

Pyfer Law Group is a law firm established by Scott Pyfer in Westfield, NJ. Pyfer Law Group specializes in Real Estate Litigation, Bankruptcy, Credit Restoration, and other services. The firm has established a strong reputation for professionalism and has experienced growth for each of the past five years. Because of the growth of the firm, Pyfer Law Group needs more room to house subsequent attorneys in which Scott will delegate work to. Pyfer Law Group needs a 2000 square foot or more building with four offices, a conference room, and a kitchen. Scott wants to keep Pyfer Law Group within the greater New York area on the New Jersey side, to retain current customers. This project is tasked with determining the best locations to move Pyfer Law Group, considering their price including renovations and construction, as well as the other needs of the firm.

Sponsor Name: Scott Pyfer

Project Deliverable: This project can be completed during the timeframe of the course. However, if renovations are needed to the building or if other issues arise, the process could extend past the course end date. Due to this uncertainty, we will deliver a report to our sponsor in the form of a PowerPoint Presentation. The presentation will feature possible locations for the firm to move to, with the prices of each location, including costs of renovations, within the budget and specifications set forth by Pyfer Law Group.

There are various constraints to the project. The building must have at least four offices for additional attorneys, a conference room, and a kitchen, and a minimum square footage of 2000 square feet. Additionally, there is a budgetary constraint of \$1,000,000 and a location restraint of a New Jersey address within thirty miles of the current location of the firm in Westfield, NJ. Furthermore, the location must have up to date permits, and any renovations must file for a permit when applicable before their construction.

COMMUNICATIONS MANAGEMENT PLAN

Summary: A 2500 square foot building to support expansion and growth of the Law Group.

Communication Goals:

- Keep Pyfer Law Group informed of project timeline, budget, and project needs.
- Provide clear insight into any decisions needed.
- Provide structured opportunities for feedback from stakeholders.

Communication Types:

- Weekly Check-ins – weekly meetings with group to go over progress, questions, and share any related work as its completed.
- Online Document Sharing – use google doc linked to edit deliverables.
- Open Discussion - use groupme to continuously have contact with group members for deliverables.

Major Milestone Meetings:

Meetings set up for presentation and delivery of major milestone deliverables

- Share agenda for the meeting and attendees needed
- Summary of deliverables being presented.
- Send email with links to stakeholder after the deliverables are approved.

PROJECT CHARTER

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Project Title: Pyfer Law Group Expansion Project Project Start Date: 10/08/2018 Project End Date: 12/10/2018																																							
Budget Information: The firm has allocated \$1,000,000 for this project.																																							
Project Manager: Asma Rauf, asma6@umbc.edu																																							
Project Objectives: This project is tasked with determining the best locations to move Pyfer Law Group, considering their price including renovations and construction, as well as the other needs of the firm.																																							
Main Project Success Criterion: The project should pay for itself within a couple years.																																							
Approach: <ul style="list-style-type: none"> • The team will first conduct a search of potential office locations meeting the project constraints, within a 15 mile radius of the firm's current location in Westfield, NJ. • Present top 3-5 locations in this range that meet all or most of the project constraints to Scott Pyfer. • Consider feedback from Scott and expand search to 30 miles out from current location in Westfield, NJ • Present top 3-5 locations in this range to Scott Pyfer that meet all or most of the project constraints. • Assist Scott, in the decision making process, to make the best determination as to where to relocate Pyfer Law Group. 																																							
Roles and Responsibility (Partial List)																																							
<table border="1"> <thead> <tr> <th>NAME</th> <th>ROLE</th> <th>POSITION</th> <th>CONTACT INFO</th> </tr> </thead> <tbody> <tr> <td>Scott Pyfer</td> <td>Project Sponsor</td> <td>Attorney at Law</td> <td>scottcypyfer@gmail.com</td> </tr> <tr> <td>Asma Rauf</td> <td>Project Manager</td> <td>UMBC Undergrad</td> <td>asma6@umbc.edu</td> </tr> <tr> <td>Callan Pyfer</td> <td>Risk Manager</td> <td>UMBC Undergrad</td> <td>pyfercal1@umbc.edu</td> </tr> <tr> <td>Emina Abdeldayem</td> <td>QA Analyst</td> <td>UMBC Undergrad</td> <td>e107@umbc.edu</td> </tr> <tr> <td>Savraj Dhaliwal</td> <td>Communication Manager</td> <td>UMBC Undergrad</td> <td>dh12@umbc.edu</td> </tr> <tr> <td>Abhinav Konagala</td> <td>Research Analyst</td> <td>UMBC Undergrad</td> <td>ak26@umbc.edu</td> </tr> <tr> <td>Saima Shahid</td> <td>Research Analyst</td> <td>UMBC Undergrad</td> <td>if54410@umbc.edu</td> </tr> <tr> <td>Moomal Durrani</td> <td>Research Analyst</td> <td>UMBC Undergrad</td> <td>moomald1@umbc.edu</td> </tr> </tbody> </table>				NAME	ROLE	POSITION	CONTACT INFO	Scott Pyfer	Project Sponsor	Attorney at Law	scottcypyfer@gmail.com	Asma Rauf	Project Manager	UMBC Undergrad	asma6@umbc.edu	Callan Pyfer	Risk Manager	UMBC Undergrad	pyfercal1@umbc.edu	Emina Abdeldayem	QA Analyst	UMBC Undergrad	e107@umbc.edu	Savraj Dhaliwal	Communication Manager	UMBC Undergrad	dh12@umbc.edu	Abhinav Konagala	Research Analyst	UMBC Undergrad	ak26@umbc.edu	Saima Shahid	Research Analyst	UMBC Undergrad	if54410@umbc.edu	Moomal Durrani	Research Analyst	UMBC Undergrad	moomald1@umbc.edu
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Sign Off: <i>Asma R., Abhinav K., Emina A., Saima S., Moomal D., Callan P., Savraj D.</i>																																							
Comments: Constraints of this project are that the building must accompany at least four offices for additional attorneys, a conference room, and a kitchen. The minimum square footage should be 2,000 square feet. The location should be within a thirty miles radius from the current location which is in Westfield, NJ. Also, the location must have up to date permits.																																							

STAKEHOLDER ANALYSIS

Power

Meet their needs <ul style="list-style-type: none">• Sellers of houses/condos• Future staff to hire• Potential new clients (meet their needs in terms of location, rates, etc)	Key Player (Manage Closely) <ul style="list-style-type: none">• Scott Pyfer (attorney at law)• Team Members• Competitors in the area
Least Important <ul style="list-style-type: none">• New neighborhood/area of people that could turn into potential clients• Families of current employees (Might be in position of moving due to new location)• Banks (loans)	Show Consideration <ul style="list-style-type: none">• Current employees of Pyfer Law Group• Current clients• Future business success

Interest

TEAM JOURNAL

October 1st 2018: we all added our individual proposals to google doc and came to a mutual agreement and chose whose idea we will continue to work with. We all decided to pick Callan Pyfers proposal and get it approved by the professor.

October 5th 2018: Samia and Asma met up to work on the project charter together and share it with the rest of the group on google doc to review over it.

October 7th 2018: Savraj, Samia, Asma, Abhinav, and Emina all met up in the library to go over the communication plan and project charter one more time before submitting it in class. In class, professor told us to elaborate more on the communication plan.

October 8th 2018: Emailed project sponsor Scott Pyfer to get the project requirements and any extra details that may further assist with the project.

October 9th 2018: Received an email back from Scott Pyfer listing all of the project requirements.

October 15th 2018: Emina, Abhinav, Asma, and Samia all met in the library to work further on the project before class.

October 29th 2018: Asma, Samia, and Abhinav gave an update on the project to the entire class and answered questions to the professor.

November 12th 2018: Everyone met before class to update one another on how far they are with their parts and what the next steps they should take. We also, gave another update to the professor in front of the class.

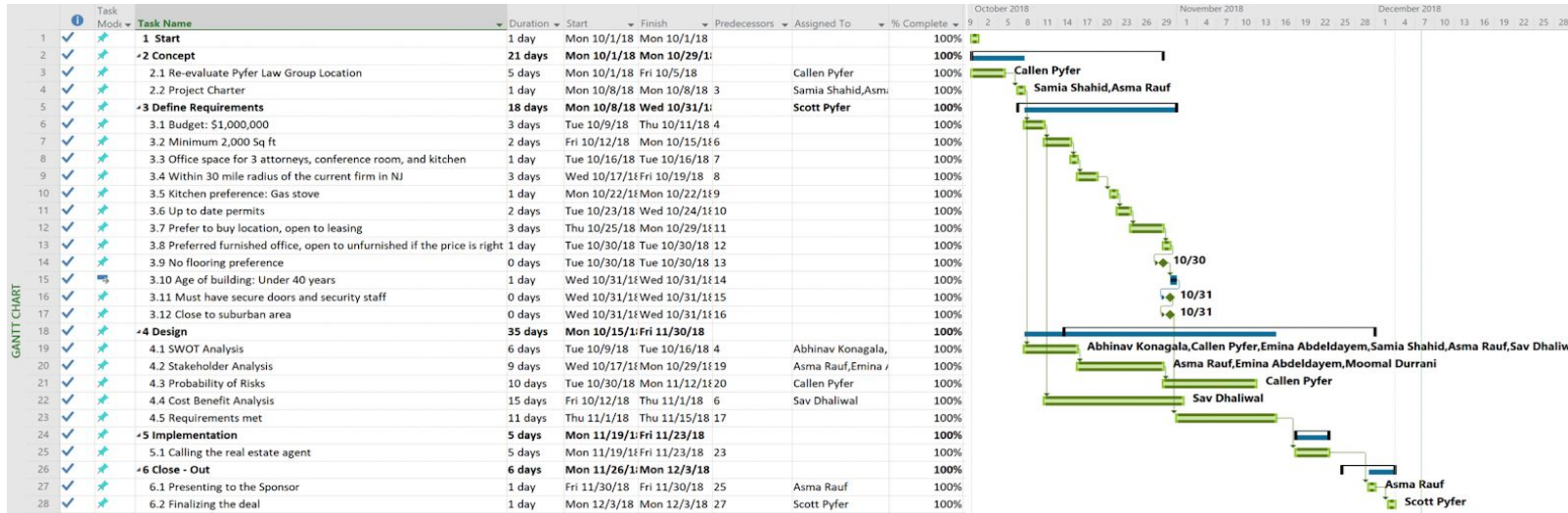
November 16th 2018: Researchers (Abhi, Samia, and Moomal) shared potential places they called with the entire group.

November 28th 2018: Everyone met in the library for five hours to practice on the skit and make sure everyone is prepared.

SWOT ANALYSIS

Strengths: <ol style="list-style-type: none">1. More office space for growth2. Attract new clients through relocation3. More Profit4. Established law firm (reputation)	Weaknesses: <ol style="list-style-type: none">1. Lack of physical presence in NJ, could lead to misinformation i.e: outdated property pictures2. Possibility of losing current clients by relocating3. Potentially having to cut requirements due to availability4. Decline in ease of access of data could result in loss of business
Opportunities: <ol style="list-style-type: none">1. The law firm will be able to accomodate more clients with an expansion2. Room to grow with additional attorneys3. Possibility of branching out (law firms in other locations)	Threats: <ol style="list-style-type: none">1. Competition2. Further commute for prior clients due to location3. Crime rate in the new area4. Unrealistic estimations of resource, cost and time frame work.

WORK BREAKDOWN STRUCTURE (WBS)



Probability of Risks

There are various risks associated with the Pyfer Law Group Expansion Project. To best visualize and prioritize the risks that the Pyfer Law Group Expansion Project faces, a Probability/ Impact matrix was constructed. By examining the matrix, it is apparent that the most extreme unacceptable risk that the project is facing is the risk of malpractice for the firm due to conflicts of interests between the attorneys. Furthermore, high risks that the firm faces are troublesome clients that do not fully compensate the firm in a timely manner, and may even file suits against the firm, as well as a loss of clientele due to performance issues with new attorneys. A medium risk associated with the project is that new attorneys may not be who they say they are in terms of character and expertise, which could affect the firm's ability to service existing clients.

Probability Impact Matrix

P r o b a b i l i t y	H i g h	New technologies have unknown risks, which make it difficult to defend against.	Loss of existing clientele, due to performance of expanded firm.	Conflict of interests limiting the number of clients the firm can service. Risk of malpractice
	M e d i u m	Renovations needed to fully accommodate the needs of the firm.	New attorneys may not be who they say they are in terms of character and expertise. Reason for leaving old firm could have consequences for Pyfer Law Group. Could affect firm's ability to service existing clients.	Clients might not fully compensate the firm in a timely manner and could file claims against the law firm.
	L o w	Obtain appropriate permits for any renovation work necessary.	Environmental forces (i.e. severe weather) causes temporary shutdown of business.	Lower percentage of bankruptcies in the area equating to lower business for the firm.
		Low	Medium	High
		Impact		

LESSONS LEARNED

Abhinav Konagala: Teamwork is key. Brainstorming at the beginning of the semester helped us sort out our ideas.

Emina Abdeldayem: Having an agenda for meetings helps each team member prepare materials ahead of time, and allows everyone to be productive and prepared.

Samia Shahid: I learned that you have to have do proper research and many different ways to validate your data because not everything you will find is credible especially property listings online and I learned that you have to have emergency funds in case something else happens out of your plan.

Asma Rauf: My biggest take away from this project was that there is no one correct way to lead a project. It takes the whole team to finalize and come at a mutual agreement. Communication and teamwork is the key to any successful project.

Callan: I learned that communication is essential to ensure that everyone is on the same page, and to avoid confusion and anger. I also learned the importance of having a proper financial budget to account for any unforeseen expenses that may arise over the course of the project, and conducting the proper amount of research when making critical decisions.

Sav: The lessons I have learned through this project have been mostly intangible items. I have learned to communicate through conflicts when there were meeting time issues or differences in opinion. I also learned how to step back and lead from behind. I also learned the importance of being able to compromise.

Moomal Durrani: The lesson I have learned while performing this project was that time management is very important. It is one of the key aspect of project management. With time management he team can effectively organize and plan the time spent on activities related to the project. A lack of effective time management can have a negative impact for the project in the long run.

COST BENEFIT ANALYSIS

									Total
<u>Hours Per Person</u>					Salary Per Hour		Hours Worked		
Savraj Dhaliwal					40		80		3200
Callan Pyfer					40		80		3200
Emina Abdeldayem					40		80		3200
Abhinav Konagala					40		80		3200
Asma Rauf					40		80		3200
Moomal Durrani					40		80		3200
Samia Shahid					40		80		3200
Attorney Cost					360,000				
Property Cost					500000				
							Total In kind costs:		882,400
Benefits									
Increased Business				1000000					
Office Appeal				80000					
						Total benefit			1080000
Analysis:									
The benefits overcome the cost for our project.									