



# PROJECT PROPOSAL



## Project plan for Hampshire Trust Bank Case Study

### Scope

In this case a supplier of high-performance broadcast equipment has approached an approved HTB Broker to facilitate a scheme where it will launch a new 4K camera into the UK market with an aim to supply these to 40 customers within a 14-day period. This will require the deals to be loaded, approved, and paid out within that time on an interest free basis to the customer and a subsidy paid by the manufacturer. The broker has approached HTB to offer them to be funder of choice for the whole scheme.

Assumptions:

- a) The bank can approve the required rate to secure the deals.
- b) Both the broker and HTB will agree to sign an NDA but both parties must agree to this.
- c) Individual camera will cost £50,000 with an expected range of 1-5 cameras per customer (£2m -£10m)

### Overview of the Project

Phase	Description	Sequence
<b>Pre- implementation stage</b>	Defining the project scope using the work breakdown structure. Risk identification/minimisation. Technical and financial feasibility study and Project Charter as well as recruiting the project team and establishing the project office - after approval.	Phase # 1
<b>Implementation Stage</b>	Monitor and control process. Scheduling meetings to include times, dates and relevant attendees. Liaising with other departments to ensure project is in compliance with relevant laws. Equity agreement, negotiation and syndication. Commitments and documentation. Disbursement	Phase # 2



<b>Post Implementation stage - Project Closure</b>	Closing the project. End of project meeting to review how the project went and what to change in future projects.	Phase # 3
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### Planning/Pre-Implementation

As a project manager my role is to organise the framework for the project activities, set milestones, mediate conflicts, and make sure project goals are delivered on time. This stage will involve recruiting the team and preparing for the deal. The relevant professionals will need to determine the potential value for money, legal concerns and risks associated with the opportunity. Thus, the project team will need to include the following members:

- Financial adviser - responsible for producing detailed analysis of clients' financial statements. Costs and revenues forecasting. Cost/benefit analysis. Financing and repayment structure.
- Legal professional/adviser - Provide guidelines to project team regarding the regulations that may apply. Administrative procedure and general legal issues. Reviewing the agreement between the supplier and manufacturer.
- Internal Stakeholders from relevant parties (supplier and manufacturer) - They are needed to ensure clarity about what the customer (broadcasting supplier) wants including project requirement and specification.
- Sales professional: Selling the product to customers. Plan to go after 50 customers in comparison to the 40 requested (assuming 80% success rate).

The following departments will also be needed for support:

- **Risk and credit department:** Risk team is essential in particularly looking at the correctness of cost estimation and the accuracy of future cash flows for the broadcasting supplier. They will use a variety of financial models to identify potential risks which could affect the (clients) repayment capacity of the project. Risks must be managed to minimise the probability of the risk event occurring. These include but are not limited to completion risk, market risk, credit risk, technical risk, insolvency, and currency risk.
- **Legal Department:** It is important to liaise with the government department when drafting up a loan agreement. They will be particularly involved in the documentation and negotiations stage. This will encompass lending agreements, security documents, subsidy agreement, disbursement plan and contractual relationships between all relevant parties.



- **Operations department:** Post implementation. Involved with reconciliations and settlements after the implementation stage and when contract is in motion.

### Milestones and approvals

Milestone	Description
Business Case Approved.	The Business Case has to be documented and approved by the Project Sponsor.
Feasibility study approved	This is the analysis which considers the projects relevant economic, technical, legal and scheduling considerations. This assesses the broadcasting company. This will need to be approved.
Projected charter approved	Pitching the project objectives, scope and responsibilities to key stakeholders/ project sponsor for the approval.
Project team appointed	After the stages above have been completed we can then appoint the team. The members have been highlighted above.
Project office established	The office can now be established to be able to fulfil the 14 day timeline.
Risk Assessment	Rigorous risk assessment undertaken to determine if loan should be approved by HTB.
Legal agreements	Liaising with the legal department on loan agreements, security documents, and all other general legal procedures. Attended by all parties.
Finalise Project	Finalise the project and present to senior management.
Post Implementation meeting	Review of the meeting goals and expectations.

### Implementation stage

To ensure that the project is running on schedule, meetings are essential to keep on track and to complete within the deadline. The following meetings will need to be scheduled:

**Project Kick-Off Meeting:** As soon as possible (Day 1). This should occur no later than 24 hours after approval especially with the tight deadline. This will include team introductions where each member



shares their name title and experience. In this meeting the key project details will be shared, and the projects' purpose will be emphasized.

**Regular Status Meeting:** Due to the strict time deadline, regular team meetings are needed. This allows for focus and project success. Stakeholder Meetings (Day 2,6,10,13) - Routine meetings with the appropriate stakeholders to report progress. Presenting a tailored project update starting with a brief status update each time. Ensure to engage with stakeholders fully (seek and listen to feedback). **Emergency meetings:** In case of likely termination, may advise on a crisis management strategy. This should be covered in a contingency plan.

## Post Implementation

**Evaluate project performance:** I along with the team and key stakeholders will determine if the goals were met. We will compare the progress made with the scope outlined in the pre-implementation/planning stage.

**Close the project:** Recognise the team efforts and accomplishments. Closing report and meeting . This gives an opportunity to review the lessons learnt and results achieved as an input for similar tasks in the future. What can I and the project team do differently on future projects?

## Success barriers

- Internal delays. This can be caused by inadequate research/work at the planning stage due to the strict timeline which might result in a poor feasibility report based on wrong and inadequate information.
  - Project team may be juggling many other projects as well so may have difficulty meeting deadlines.
- Selection of individuals with inadequate experience. Individuals on the team must be highly experienced in drafting up contracts. If terms and conditions are not laid down clearly, this can encourage a dispute at later stages in the project.
- Market risk: Uncertainty regarding the future price and demand for the cameras. Depreciation in the asset. Demand for newer models.
- Tensions between stakeholders. i.e Issues pertaining to the relationship between manufacturer and supplier.
- The risk assessment of the client/ inadequate risk management - if the client has prior debt arrangements or bankruptcy claims that may hint at an inability to pay up when payments are due, the project will be affected.
- Limited engagement of the stakeholders



### Implications on the wider business

- What is the opportunity cost of lending to the broadcasting company in comparison to other opportunities present? If unsuccessful - quantify the waste of time and banks resources(funds) with the other opportunities forgone.
- Inability to offer excellent customer support/services may have adverse effect on client relationships and public view of the company.
- On the contrary, a successful project **will** attract more clients to the bank.