ASK/DELIVERABLE/MILESTONE	Start Date	End Date
Step 1: Strategic Mission & Vision	Feb 25,2024	Mar 30,2024
Milestone: Development of Business Plan and project charter		
Step 2: Market & Competitive Analysis	Apr 1, 2024	Apr 31, 2024
Milestone1: Competitive Analysis Milestone 2: Market Analysis and data collection through survey		
Step 3: Customer Benefit Package	May 1, 2024	May 30, 2024
Milestone: Development of customer appropriate fitness tools, workout plans, and nutrition guidance.		
Step 4: Service Process Design	Jun 1, 2024	Dec 30, 2024
Milestone1: Algorithm development for the app Milestone2: Workflow to access tools and services Milestone3: Design of wireframes		
Step 4A: Service Design & Development	Jan 01, 2025	Jun 30, 2025
Milestone1: Development of the Fitness Club Milestone 2: Testing of Fitness Club		
Step 4B: Service Encounter Design	Jul 01, 2025	Nov 30 , 2025
Milestone1: Training and onboarding employees Milestone2: Soft launch of product among stakeholders Milestone 3: Bugs and issues fix		
Step 5: Market Introduction & Deployment	Dec 1, 2025	Jan 1, 2026
Milestone1: Preparing and marketing for the product launch Milestone 2: Launch of Walmart Fitness Club		
Step 6: Marketplace Evaluation	Jan 1, 2026	Mar 3, 2026
Milestone: Quarterly performance review after three month of launch	1	