Cosby’s Consulting Company

rama@cosbyconsulting.co.nz

alex@cosbyconsulting.co.nz

hariraj@cosbyconsulting.co.nz

kunj@cosbyconsulting.co.nz

brendan@cosbyconsulting.co.nz

Abstract

A summary of the Client and our strategy to advance the business  
and gain competitive advantage in the industry.

Ferguson A.g.

Business Proposal

1. **Introduction**
2. **Business Strategy**
   1. Agile Vs. Waterfall

Waterfall method of development consist of a rigid planning of a developmental project. It involves breaking down a project int separate phases that is defined by a milestone. The milestone itself acts as a solid deadline where that milestone should be done and dusted. The waterfall method is a classic way of project development that is widely accepted in the industry and is widely used.

The advantage of using the waterfall methodology is that there is a clear framework that the member of the project can easily understand. The timeline of the project is clear, and it is hoped with this method that everyone will understand when a project or a part of the project will be done. Another advantage off using the waterfall is because the parts of the project are well defined, it is easier to distribute the work between members and as such little collaboration is needed because it is hoped that each member knows what they should do in their respective assigned task. The waterfall method also gives the client of the project some peace of mind. This is caused by the nature of the method itself, the client is involved heavily in the planning process. Once the planning is done, the client is not expected to have much input once the project started.

The drawbacks of using waterfall is that the lack of a timed deadline, replaced by milestone is that projects can sometime go behind schedule because each milestone is done one-by-one to perfection. This may cause potential issue where if the project is stuck in one phase, the rest of the project will be affected. Another disadvantage of using waterfall is that there is little chance for proper beta-testing for each part of the project because once a milestone is done, it is left behind as a finished product with no further chance of re-evaluation. It can also be hard to implement changes on a project that is using the waterfall method for mostly the same reason mentioned in the previous sentence.

The agile method of project development is a more recent method that is starting to see some adoption on more project. Whereas waterfall is a more traditional approach to project management where every step of the way is planned in the beginning, agile is a more agile approach to project management where it is easy to adapt with changes as it progresses, which gives it a good advantage in term of flexibility. Another advantage of using agile is that the workload feels lighter for the team because agile breaks tasks into smaller, time-limited task known as “sprints.” Lastly, in a slightly different light shown in waterfall. The client is more involved in the development process of the project, this in turns creates a result that the client can be satisfied with knowing that the result is fit to the specification because of the client involvement.

The client involvement part can also be regarded as a disadvantage of the agile method because some types of clients can be indecisive and can cause delays. Another disadvantage of using agile method is that this method requires strong communication between team members, this can cause some team with weak team leader and/or chemistry to work inefficiently. And lastly, due to the nature of the method flexibility. New features and other ideas that are not previously mentioned in the initial planning stage could appear and if the team choose to implement them, this can cause cost and time overruns.[[1]](#footnote-1)

With all of this in mind, the method that we picked will be agile. The reason being that for this particular project, we see a lot of potential to be had along the way. We feel that by not boxing ourselves to the rigidity of the waterfall method, new and creative idea could be found along the way as we dig deep into our work and research. Another reason we picked agile over waterfall is that we do not see this project as an expensive one to begin and will not be expensive during the duration of the project being worked on. So, we took the risk with choosing agile because the risk itself is minimal. Lastly the reason that we picked agile is that we are not concerned enough with the implication of time overruns. The reason being the we believe we are a good team with a strong track record of hitting the deadline and the project itself is simple enough in conception that a time overrun is not a concern.

1. What is the Difference Between Agile Vs Waterfall <https://www.trustradius.com/buyer-blog/difference-between-agile-vs-waterfall#:~:text=The%20two%20main%20development%20methodologies,completed%20iteratively%20in%20a%20cycle>. [↑](#footnote-ref-1)