

Project Management Individual Report

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Executive Summary

In the project, distinctive activities have been executed for understanding the case of Bills bike for acknowledging the market USP. Along with managing the initiation process of the project, I have been busy structuring business cases and formulating project plans for market entry. My role has also been in analysing the anticipated risk that can occur within the project which has supported me in laying the strategy for the Bills bike project to access the overseas market. It was also related to formulating the opportunities in approach to market entry of bill bikes in a new nation. The assessment provides a detailed view of various operations, roles and my contributions in details.

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Introduction

The concerned study will provide my viewpoints given the project development for Bill's Bikes so that they can expand their business in the new nation and targeted market. The core market options are Netherlands and Portugal, and the Netherlands is considered the most effective option in the brand development of Bills bike because of lesser competition in effect the local travel and tours facility with the help of bicycles. The project will offer thorough support of the contributions in the research and impart data upon the findings achieved by the group project and the feelings I developed personally on achieving the findings.

Project Outline

According to my point of view, conducting the project depicts a core showcase of the brand development of bills bike project within the overseas market in achieving competitive opportunities. The brand or company is fresh to the project as the business has two distinct businesses, sale of bikes including the sales and Rent policies in effect to modifying and production of bikes. The company is also involved in offering tourism and holiday services. The project has considered merging the two businesses of Bills bike has so that it can help them in acquiring an expansion and competitive opportunities in the foreign market for their operations (Singh, 2017).

Early stages of project formation and project objectives

As per the existing levels of the project management is considered, there are distinctive instances concerning the agreements between several team members and me because of the methodology to be utilised within the project. In my point of view, the prince 2 project methodology is a little bit seen as time-consuming. I have been assigned the responsibility to draft different levels of the project according to the viewpoints of different team members. This h portraying the role of a significant contributor to guide the business and the project plans according to the business case. I feel that the responsibility provided to me in analysing the risks will be supportive in setting the correct strategy for the project (Walters, et al. 2021).

The core objectives required to be attained within the project are

- Formulating an initiation stage for business bills bike in Netherland's market.
- To offer a regular check on a variety of market determinants effective for the business and expansion of the fresh targeted market.
- To formulate a comprehensive action plan that for supporting Bills bikes to propagate within the targeted nation.

Activities and Allocation of Tasks

I contributed to analysing the risk elements within the project but I was not into fully contributing to the project. I did not indulge in the process of brainstorming and chiefly aimed at analysing the risk within the group project, supporting in setting objectives and different support to different segments in the project. The project has been planned to be initiated on 4th April 2022 and set to be accomplished by 11th October 2022 and the activities have been distributed on the terms of stages of Prince 2 methodology. Based on such methodology, there have been seven stages depending upon the prince 2 methodology and the executing and monitoring phase contributing to the biggest amounts of activities being acquired (Momeni, and Martinsuo, 2018). I think that distribution was effective, but the additional establishment of project crashing may result in greater efficiencies in reducing the project time needs.

Team Development

The team development has been achieved through the consideration of Tuckman's Team Development which will provide the stages like Forming, Storming, Norming and Performing. For some time, the theory got updated by including adjourning which entails the group getting dissolved, but it has not been efficiently considered as the team has functioned efficiently according to the requirement. In the forming phase, project team members by distinctive locations and racial or cultural backgrounds have been accounted for forming the team (Kiweewa, et al. 2018). Nevertheless, the members were not capable of working by every member in achieve goals and resulting in conflicts that are portrayed as conflict or storming stages. The business performance is low within such a stage because of inadequate operations and inadequate leadership. The team within the time has learned in working and accepting

collaboratively, thus resulting in picking up a leader and developing the regulations and rules or techniques concerning activities. This stage is portrayed as norming and converts into the performing stage that has made the team in being capable of operating as per needs. It is very important to the Bill's Bikes project for concentrating on such developments before the initiation of project activities.

Management Techniques

In order to manage the project in an efficient way, we focused on the use of a wide range of techniques such as the Total Quality Management (TQM) for ensuring project quality, market entry for entering into a new market and more. However, I personally was not involved in using these processes and contributed to assessing the ways by which the brand operations for the tour services and the bicycle provisions could be combined to develop a new unique service. My primary management technique involved the use of brainstorming, and my ideas contribute to innovative developments that could aid this project in achieving its goals (Kaeri et al. 2020). I am able to devise real life strategies that can be implemented to achieve business goals which is a major contributor to the management of the project and the efficient entry and continued operations of Bill's Bikes within the Netherlands.

My primary reason for the focus towards efficient management mainly includes the idea of being able to ensure that the brand operates without problems. I feel that it is significantly easy for brands to enter a specific market in an international context, but it is tough to maintain a steady level of operations. This contributes to low quality in brand performances and affects the organisation negatively in their business dealings (Watson IV et al. 2018). Further, improper performances may lead to failure of the brand and thus it is highly essential to develop a working principle and well-defined plan for continued brand operations after market entry.

Coping with Uncertainty

The certain uncertainties included in the project generally entail probable problems like problems as same to the COVID 19 crisis, environmental disturbances, and cataclysms and many more. Such problems issues are considered uncertain in occurrences and are mostly not accountable to risk assessment. In the same manner, the concerned project has left out such uncertainties.

Nevertheless, I think developing the mitigation tools by using brainstorming approaches may be effective in tackling the goals and ensuring uncertain challenges get tackled properly.

Risk Assessment

This section is highly relevant to the uncertainty management process but unlike uncertainty, risk assessments involve tracking uncertain conditions as well as possible risks. However, this method is highly dependent on brainstorming and idea generation for possible risks that might occur and thus it is possible to overlook certain specific risks (Veiga and da Silva, 2020). This project showed risks in regard to improper market entry, high financial requirements with lack of proper budgeting processes, improper implementation of project due to lack of skills of the project manager and more. However, as per Qi et al. (2020), there are also other risks that could occur which may include the failure of the brand in gaining customers, the brand being unable to comply with the culture within the country and possible issues similar to the recent COVID 19 pandemic affecting brand operations negatively. These risks presented have not been included due to the limitations of brainstorming and there may be a larger number of risks involved that cannot be assessed using this process. However, a risk register was used to present the identified risks in order to achieve project plan in an efficient manner.

Reflection on learning and conclusion

Within the whole project assessment, I have come across the significance of selecting an adequate project approach for achieving simplicity in operations ensuring the accomplishment of the project in the mentioned time. I have also come across the needs and demands of the fresh marketplace, as well as skills concerning the brand entry in the new market. Apart from that, competing with the fresh developing low brands that have proven themselves as adequately in comparison to other brands is the core significant challenge within the fresh market (Schwartz, et al. 2018). In a conclusion, we have arrived at an approach that the new project of Bill & Bikes may be developed in the Netherlands targeted market by sustainable incorporation of market evaluation, situations of the targeted market, the capability of conducting marketing operations and many more.

Active Contribution

My contributions to the project mostly involved implementing a strategic action for continued high-value business functionality even after market entry of the brand. My contributions have been presented based on the meeting held for project as presented in the meeting minutes below.

MEETING MINUTES

Hosted by: Board of Directors

Members Present (Board of Directors): CEO, CFO, Operations Manager, Senior Business Manager, Systems Manager

Members Present (Non-Board Members): Project Manager, Project Supervisor

Members Absent: None

Agenda: Developing a proper business plan for the brand to enter the new market as well as ensure continued operations within this new location without brand failure issues.

Comments: All stakeholders agreed and requested for an updated project plan with the inclusion of continued brand operations while achieving proper business entry within a new market.

Approval: Yes

Follow-up Meeting: Hosted after 7 days since project plan revision

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