



HEARTLAND EQUESTRIAN CENTRE APP DEVELOPMENT PROJECT

The directors of equine development inc. Confirm that the data in this business proposal is accurate to the best of our knowledge. The aims, strategies, target demographics, plans, intents, and projections presented in this document are based on assumptions that are considered reasonable by the author. Nevertheless, it is crucial to acknowledge that these projections should not be seen as definitive predictions, as they are subject to potential alterations.

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DOCUMENT ACCEPTANCE AND RELEASE NOTICE

This is version 1.0 of the Heartland Equestrian Centre App Development Project

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EXECUTIVE SUMMARY(HASAN)

The Heartland Equestrian Centre App Project represents a significant strategic advancement for Heartland Equestrian Centre (HEC) as it ventures into the digital domain, with the objective of augmenting consumer involvement and optimizing operational effectiveness. HEC aims to develop a mobile application that is user-friendly and compatible with both iOS and Android platforms, in conjunction with Equine Development Inc. (EDI). This program aims to tackle the issues encountered by HEC, including a decrease in boarding numbers and heightened competitiveness, by providing a streamlined platform for clients to reserve riding lessons, training sessions, and trail rides. The initiative utilizes novel approaches such as fostering open communication and capitalizing on individual abilities, hence promoting efficient collaboration. The project's viability is supported by a comprehensive risk management plan and a meticulous financial analysis, which includes a return on investment (ROI) of 25% and a payback period of two years. In this undertaking, HEC seeks to fundamentally transform its customer experience, promote expansion, and develop a robust digital presence within the equestrian sector.

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INTRODUCTION(HABANA)

The Heartland Equestrian Centre (HEC) stands as a reliable full-service boarding facility that holds numerous dedicated trainers and clinicians. One thing that sets them apart from their competitors would be the comprehensive equestrian lesson program they offer, which includes every area of equestrian riding. This wide-ranging program not only attracts clients, but this also serves as a main marketing tool to improve business advertising. To expand and enhance the services they offer, HEC decided to implement a new endeavor called 'Heartland Equestrian Centre App Project' wherein the primary objective of this project is to develop a mobile application specifically designed for iOS and Android devices. The application aims to offer current and potential clients a convenient way to access the services offered by HEC through a user-friendly functionality that will directly cater the clients' wants, needs, and concerns.

HEC's decision to invest in a mobile application to help their business further is a strategic move that will allow them to reach a wider audience engagement and build their brand stronger and strengthen customer relationships by providing convenient connections. To accomplish this goal, Equine Development Inc. (EDI) has been selected with the development of the HEC App Project. The experienced team at EDI will oversee the project's management, ensuring smooth implementation within the specified timeframe while still prioritizing flexibility and adaptability throughout the application's development phase by adapting an agile development approach.

This case report will provide a comprehensive analysis of the various processes involved in managing the HEC App Project. It will also provide emphasis on the importance of project planning in order to successfully complete the project. Through a comprehensive analysis of the 'Heartland Equestrian Centre App Project' case study, readers can obtain important information about successful project management and how it influences and affects the overall success of a project.

BUSINESS CASE REPORT FOR HEARTLAND EQUESTRIAN CENTRE APP PROJECT

PROJECT BACKGROUND(HABANA)

In today's rapidly evolving digital world, businesses have been constantly exploring various innovative ways to engage with their customers and stay competitive in the market. EDI, a company renowned for its success in developing horse games apps for kids, is at a pivotal moment in its journey.

As a company, we aim to diversify our offerings and expand into new markets, including business marketing projects. This will help us achieve long-term success and remain competitive. To enter new markets, it is important to implement powerful marketing strategies that connect with the audience where they are. Additionally, expanding the range of products and services globally can help to maximize profits and tap into new

revenue streams. By embracing innovation and digital transformation, businesses can gain a competitive advantage by creating new products and services, expanding into new markets, and delivering engaging and meaningful customer experiences.

At the heart of this strategic shift lies the opportunity presented by HEC a premier equestrian facility located in Macedon Ranges, Victoria. Heartland, with its 100-acre facility and a rich array of services for riders, has been an integral part of the equestrian community. However, it currently faces challenges such as declining boarding numbers, reduced private lessons, and the impact of a respected trainer's departure. Simultaneously, a new, large horse training center has emerged as a formidable competitor.

Our decision to partner with Heartland and develop a mobile app for their needs is not merely a business venture; it is a strategic move. It represents our commitment to embracing new markets, expanding our horizons, and leveraging our expertise to address the unique demands of businesses. This project aligns perfectly with our long-term strategic vision and growth objectives.

MISSION STATEMENT AND PROJECT OBJECTIVES(HABANA)

MISSION STATEMENT

Our mission is to empower HEC with a cutting-edge mobile app that revolutionizes the way they engage with clients, manage the services offered, streamline operations, enhances customer satisfaction, attract potential clients, and contribute to the growth of HEC's business. We aim to create a seamless digital experience that not only addresses HEC's immediate challenges but also positions them as a leader in the equestrian industry.

Our mission extends beyond this project; it is a steppingstone towards establishing EDI as a versatile player in the world of mobile app development, serving diverse markets and industries.

PROJECT OBJECTIVES

- **Enhance HEC's competitiveness:** develop a user-friendly mobile app that enables the company to compete effectively in the equestrian market, mitigating the impact of competitors and attracting new customers.
- **Improve customer engagement:** create features within the app that facilitate easy enrollment and payment for riding lessons, boarding services, and retraining. Enable customers to book trail rides and dude ranch experiences, subscribe to newsletters, and stay informed about upcoming events.
- **Showcase heartland's offerings:** provide access to maps of all trail rides and showcase the facilities through videos. Create individual photo albums for horses and trainers, enhancing the overall user experience.
- **Foster customer feedback:** implement a user rating system that allows clients to provide feedback and rank the equestrian center's attractions and services. Use this feedback to continually improve heartland's offerings.

- **On-time and on-budget delivery:** ensure the project is completed within the stipulated five-month timeframe and within the allocated budget of \$260,000, including a 10% contingency reserve.
- **Achieve a minimum ROI of 25%:** measure the project's financial success by achieving a minimum return on investment (ROI) of 25%, in line with equine development inc.'s business model.

By pursuing these objectives, we aim to deliver a successful project that not only benefits heartland equestrian center but also serves as a stepping stone towards our broader strategic goals of diversification and growth in the mobile app development industry. This project aligns seamlessly with equine development inc.'s strategic plan to expand our horizons and embrace new market opportunities.

SWOT ANALYSIS(GUNNALA)

Strengths	Weaknesses
➤ HEC has a 100-acre facility with multiple trainers and clinicians.	➤ There has been a reduction in trusted employees
➤ HEC has a foundation web presence and is considering further development of their website, along with traditional marketing strategies and an app, to promote and expand their business.	➤ Equine Development initially focused on creating horse games applications for children but changed direction to increase profits, resulting in professionals with differing educational backgrounds, skill sets, and ideals working on the application
➤ HEC is adopting an agile development approach to ensure the timely development of the application.	➤ The company is facing difficulties with certain employees who do not support the new market strategies.
Opportunities	Threats
➤ An app is being developed for easy access to services like riding lessons, horse boarding, trail rides, newsletter subscriptions, maps, and facility reviews.	➤ The departure of a highly respected trainer and the emergence of a large horse training center have resulted in a decrease in boarding horses, private lessons, and retraining of difficult horses
➤ Expanding the website to further support business growth.	➤ The recent opening of a competitor's large horse training center adds to the competitive landscape
➤ Developing an application suitable for both iPhone and Android users to broaden the target market.	➤ Heartland's business growth relies on the development of their website and app
➤ The convenience of multiple functions within the app could attract new and recurring clients.	
➤ The mobile application can help reach a wider market	

PROBLEM/OPPORTUNITY STATEMENT(GUNNALA)

Heartland Equestrian Centre in Victoria offers horseback riding classes, rides, and horse care. Despite challenges, it has potential for growth through the development of a mobile app for Android and iPhone users.

PROBLEM STATEMENT

- Limited Electronic Exposure: Heartland Equestrian Centre's poor online presence is one of its main difficulties. In today's digital world, having a good online presence is critical for attracting and engaging clients. The lack of a user-friendly digital platform has restricted the center's capacity to reach a wider audience and efficiently manage its services.
- Departure of a Key Trainer: The absence of a well-known trainer who has relocated overseas leaves a gap in the center's offerings. Private lessons and retraining of tough horses have become necessary, which may have an impact on the center's reputation and service quality.
- Increasing Competition: Other horse centers in the area, such as RE Valley Park Riding and Peppercorn Equestrian Center, compete with Heartland. Heartland must adapt to remain a top choice for horse enthusiasts as the competitive landscape evolves.
- Customer Engagement and Expectations: Today's consumers expect to be able to easily access services and information. Heartland must meet these rising expectations by providing a user-friendly platform for booking services, obtaining information, and engaging with the horse community.

OPPORTUNITY STATEMENT

To properly solve these difficulties, the possibility lies in designing a mobile application for Android and iPhone users. This mobile app can be a versatile solution that not only improves the center's operations but also increases consumer engagement and outreach.

- Improving Digital Presence: Heartland Equestrian Centre may establish a strong online presence by developing a user-friendly mobile app. Customers will be enabled to access information, book services, and interact with the center through the app. This visibility is critical for recruiting new clients and retaining existing ones.
- Simplified Services: The software can provide a streamlined platform for online registration of riding lessons, training sessions, and trail rides. It has the potential to simplify the booking process, making it easier for clients to arrange their equestrian activities.
- Customer Engagement: Subscribers to the application will have access to Heartland's newsletter as well as information about upcoming events. This application promotes consumer participation and keeps them informed about the center's operations.

- Heartland can use the app to display its facilities, including films and interactive maps of trail rides and amenities. Visual content enhances the customer experience and allows potential customers to learn more about the center's offerings.
- User-Generated Reviews: The app allows users to rank and review horseback riding facilities and services. This feature encourages transparency and helps to build confidence in the horse community.
- Revenue Generation: By providing subscription-based services and a platform for online transactions, the app can generate additional money.
- Allocation of Resources: The project requires two programmers, management-related operations, and a Horse expert. The \$260,000 budget, which includes a 10% contingency fund, provides proper resource allocation.
- Heartland Equestrian Centre plans to develop a mobile application to enhance its online presence, streamline services, and engage customers, thereby enhancing its competitiveness in the equestrian market.

CRITICAL ASSUMPTIONS AND CONSTRAINTS(GUNNALA)

Recruit and educate new employees to fill the shortfall in retraining challenging horses. The first goal of any firm is to keep its workforce satisfied. There are two things to keep in view as you fill the space created by the experienced trainer's departure. First and foremost. For example, our current trainer has more possibilities than we have, such as a job in another nation, but why? Let us first take a moment to explore what we can do to make our trainers happy and comfortable. Individuals are more inclined to stay if I provide them with better alternatives.

- Although the software will only be available in English, users of other languages will be unable to use it.
- This app informs users about accessible horse events as well as current horse-related trends as well.
- As far as I understand, the app is only compatible with Android and iOS smartphones.

CONSTRAINTS

- A critical constraint is developing the app on time and within the budget that was determined.
- The demand for expert IT professionals can restrict the availability of suitable team members and may affect the timing of projects.
- It is possible that building an App with next-generation technologies will be impossible.
- Developers must consider older Android and iPhone models while building an app.

ANALYSIS OF OPTIONS AND RECOMMENDATIONS(GUNNALA)

The conclusions of the SWOT analysis may differ from those produced by the end customer, helping us to better understand their needs. Fundamentally, it is vital to recognize and stress what is now taking place. As a crucial business deadline approaches, it is clear that an app like this is essential. It would not be inappropriate if I employed technology to address your assumption in some way. Isn't it exactly what I'm trying to figure out? Despite the fact that my colleague and I have created an excellent program, a separate push catcher known as is accessible. Similar to "web journal/tips-traps/Easiest practices," a person will learn about the easy practices as well as a few others. When I know they require assistance "composing or" Even if I "post" something, I'll try to demonstrate my own openness.

Any positive experiences or useful data gathered during the time out will be recorded and provided to the application's developer. Current mentors will also be given a selection that you may like, comment on, and book stamp in their books as you see fit. As a result of the narrative, my companion and I are often able to deal with what you may call a personal issue by completing our business portion. The agile progression methodology is also compatible with current business procedures; thus, it fulfills our needs. Using this strategy, the application will be constructed iteratively. We will make certain that we have a shippable module or item that can be dispatched at the end of each run. A coordinated model will have several components, starting with planning and concluding with testing of potentially shippable software at the end of every phase. The sprint's objectives will be defined collectively by the item owners' group and the partnership.

The objectives of the sprint will be decided collectively by the item owners' group and the partners. Surveys will be conducted at the end of each emphasis, sometimes known as a "sprint," to determine the working module made of specialized groups. Any change to a proposal or solicitation is considered an excess. An accumulation, on the other hand, is merely a rundown prepared by a product owner relying on client wants and requests(McCarthy & Reilly, 2000). At this moment, the program will be developed by a team of two software engineers and a computer graphics expert. We'll need to keep these possibilities in mind while we work on a mobile app for Heartland Pty. Ltd.

- Heartland Pty Ltd.'s website should be used as the foundation for the application.
- All of the functionality available on the website should be available on the app.
- The app should enable access to all of a website's functionalities.
- The app must be linked directly to the Heartland Pty Ltd website, and the database must also be linked to the app.
- Subscriptions should be able to be ordered and paid for online.
- Nowadays, it is critical to build a website that works well both online and offline.

FINANCIAL ANALYSIS(GUNNALA)

A variety of strategies can be used to examine and select a project based on its expected advantages and returns. Financial analysis contains the phrases net present value (NPV), payback time, and return on investment (ROI)(Rico, 2006). The Net Present Value (NPV) metric is used to compare cash inflows and outflows over time. The return value of a project is a popular criterion for selecting and evaluating initiatives. Based on our estimations, the net present value of our project is about - \$70900. The NPV formula is as follows:

$$NPV = Total Discounted Inflows - Total Discounted Outflows$$

Discount rate	10.00%					
Assume the project is completed in Year 0			Year			
	0	1	2	3	Total	
Costs	220,000	10,000	15,000	15,000		
Discount factor	1.00	0.91	0.83	0.75		
Discounted costs	220,000	9,100	12,450	11,250	252,800	
Benefits	0	130,000	130,000	130,000		
Discount factor	1.00	0.91	0.83	0.75		
Discounted benefits	0	118,300	107,900	97,500	323,700	
Discounted benefits - costs	(220,000)	109,200	95,450	86,250	70,900	← NPV
Cumulative benefits - costs	(220,000)	(110,800)	(15,350)	70,900		
ROI	28%					
			↑			
			Payback in Year 2			

Assumptions: There are no additional benefits for improved productivity and the tax rate will remain constant for the entire term.

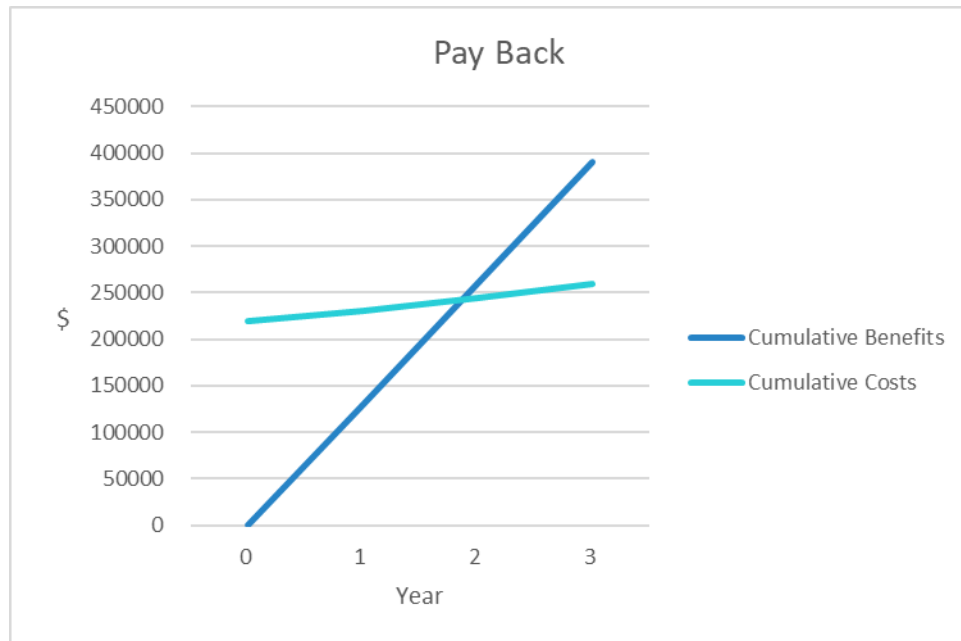
RETURN ON INVESTMENT

It is usual practice to conduct extensive evaluations to guarantee that the efforts will provide a positive return on investment. As a result, before commencing on any venture, organizations want an estimate of the ROI. The greater the return on investment, the safer it is to invest in any project(Gallo, 2016). This value is computed by subtracting outflows from incoming flows and dividing by outflows. The unit of measurement is Percentage. To be a success, our app's ROI rate had to be at least 25%, which we achieved.

$$ROI = (Total Discounted Inflows - Total Discounted Outflows) / Total Discounted Outflows$$

PAYBACK PERIOD

The payback period is the time it takes to recoup your investment. The faster a project can be completed, the more appealing it is. It can be estimated mathematically or graphed(Remer, Stokdyk, & Van Driel, 1993). Furthermore, the graph below illustrates that our project's payback period is 2 years. It indicates that the money will be repaid in two years. The short payback period of 2 years may appeal to some.



The project is a financially viable investment for HEC, with a payback period of 2 years and a Net Present Value of \$70,533, indicating significant value to the organization. The 28% ROI exceeds the organization's minimum requirement of 25%, indicating growth opportunities and a positive return on investment.

PROJECT SCOPE AND WBS(HABANA)

PROJECT GOAL

The goal of the project is to propose, design and develop an application for HEC to promote and grow the business further.

PROJECT SCOPE

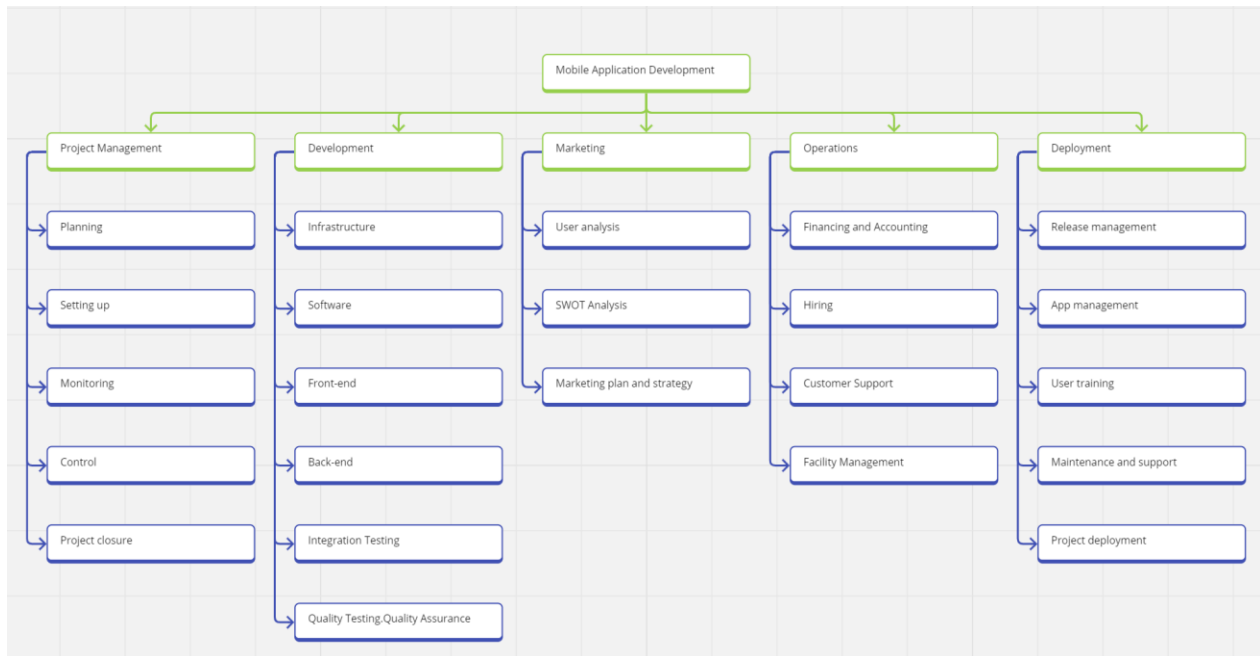
The project will focus on creating and launching the mobile application, without making any modifications to the hardware or infrastructure. The mobile application will be developed to be both iOS and Android compatible, with the aim of reaching a broad range of users.

PROJECT REQUIREMENTS

- To create a mobile application for HEC that works on both iOS and Android devices.
- The mobile application should be designed to appeal to a broad range of users.
- The mobile application should improve the experience for visitors, riders, and staff and ensure that they are satisfied with the application's functionality, usability and convenience.
- The mobile application should have features such as:
 - ✓ Event scheduling
 - ✓ Rider profiles

- ✓ News and updates
- ✓ Virtual tour of HEC
- The project should be completed within the given time and budget.
- The project should increase engagement and participation from the equestrian community.

WORK BREAKDOWN STRUCTURE



COST MODEL AND BASELINE(HASAN)



COST MODEL &
BASELINE.xlsx

SCHEDULE, GANTT CHART AND NETWORK DIAGRAM(HASAN)



PROJECT
SCHEDULE.xlsx



GANTT CHART.xlsx



NETWORK
DIAGRAM.xlsx

NOTE: TO OPEN THE 'COST MODEL AND BASELINE', 'PROJECT SCHEDULE', 'GANTT CHART', AND 'NETWORK DIAGRAM' EXCEL FILES, YOU CAN EITHER CLICK ON THE LOGO ABOVE OR ACCESS IT THROUGH A SEPARATE FILE SUBMITTED ON MOODLE.

LIST OF POTENTIAL RISKS(HASAN)

List of potential risks					
Grade: Combined effect of Likelihood/Seriousness					
Likelihood	Seriousness				
		Low	Medium	High	EXTREME
	Low	E	D	C	A
	Medium	D	C	B	A
	High	C	B	A	A

#	Risk	Strategy to Mitigate Risk	Grading
1	Technology		
1.1	Technical challenges during app development	Conduct thorough testing and have a contingency plan.	B
1.2	Compatibility issues with Android/iOS devices	Ensure cross-device testing and adaptability.	C
1.3	Quality standards not met, leading to user dissatisfaction	Implement quality assurance measures and user feedback.	A
2	Finance		
2.1	Project exceeding allocated budget	Regular financial monitoring and cost control.	B
3	Resources		
3.1	Limited resources impacting project	Optimize resource allocation and consider outsourcing.	C
3.2	User resistance to new technology adoption	Provide training and clear communication about benefits.	B
3.3	Lack of cooperation from key stakeholders	Engage with stakeholders and address their concerns.	A

4	Scope Creep		
4.1	1. Project scope expansion	Strict change control processes and scope documentation.	A
5	Other External Factors		
5.1	External disruptions to timeline/scope	Develop contingency plans and stay adaptable.	B
5.2	Non-compliance with data privacy/security	Implement robust data protection measures and audits.	A
5.3	Changes in customer trends, low engagement	Continuous market analysis and adaptation of strategies.	C

HIGHLIGHT OF INNOVATION(HABANA)

Our team is a diverse group of individuals with different backgrounds, skill sets, and experiences but we were able to work together effectively to achieve our goals. Here are some innovative ways for us to successfully accomplish the project:

- a. **DEDICATE TIME TO MEET:** Our team made sure that however busy we are with other assignments, we discussed, talked, and met online or in-person, for us to clarify the responsibilities of each person, discuss the requirements, and discuss any possible questions that we may have.
- b. **ESTABLISHED CLEAR GOALS AND EXPECTATIONS:** As early as our first meeting, we have established clear goals and expectations for the project, ensuring that everyone understood their role and responsibilities, and ensuring that everything will be on track before our internal deadline due date. Setting an internal deadline helped us stay focused and helped us stay on track throughout the duration of the project.
- c. **APPOINTING OF LEADER:** Also, during our first meeting, we have already discussed and voted for a leader, Tamim Hasan, to ensure smooth implementation of the project. With an appointed leader, this helped us make group decision making better, as well as helped prevent conflicts.
- d. **PROMOTED OPEN COMMUNICATION:** In relation to letter **c**, our leader also encouraged open communication among team members, ensuring that the responsibilities assigned to us was manageable for us to do and that we feel comfortable taking on this responsibility. Open communication helped us identify possible issues for us to address them early on during the planning process.

- e. **LEVERAGED ON INDIVIDUAL STRENGTHS:** Provided that each team member came from different backgrounds and experiences, we have identified each team member's strengths and skills i.e., mathematics, writing, etc., and leveraged them to create a well-rounded and high-performing team. Using this method helped us maximize each other's strengths and resources in order to achieve our business case report.
- f. **RESPECT THE PERSONAL TIME OF EACH TEAM MEMBER:** As all of us are working students, we understood that we can sometimes be preoccupied with something else besides our schoolwork. If we have a meeting set and one of us could not attend the meeting at the last minute, we respected this and made sure to reschedule the meeting the earliest time possible without sacrificing the project implementation time as well.
- g. **INTERACTIVE WORK ENVIRONMENT:** Every meeting, we ensure to update our '**MINUTES OF THE MEETING**' file which is also attached to this project. We collaborated on this because this also served as our reminder in order to be guided on the previously discussed tasks.



We have been using Microsoft Word to collaborate on documents real-time together as this was saved in the cloud. This allowed us to work effectively on the file, saving us time to send it each time to the team members for viewing and collaborating. This helped us stay connected and work more efficiently remotely.

Overall, our team was able to accomplish the project successfully through effective teamwork, collaboration, and communication. By leveraging individual strengths, promoting open communication, and recognizing quality work, we were able to achieve our goals and deliver a successful business case report for this project.

CONCLUSIONS(GUNNALA)

The report "Heartland Equestrian Centre App Project" describes the development of a mobile app for HEC, with an emphasis on strategic planning, financial analysis, and innovation. A SWOT analysis is used to assess the strengths, weaknesses, opportunities, and threats of a project. The study admits critical assumptions and limitations while suggesting a positive financial future with a ROI of more than 25% and a two-year payback period. It emphasizes the importance of a well-defined project scope and work breakdown structure (WBS) while also identifying potential risks across categories. The project's purpose is to provide a unique equestrian experience while also fitting with long-term strategic goals. Strategic planning, financial analysis, user-centric design, effective communication, risk management, teamwork, adaptability, and customer focus are all important lessons to learn.

LESSONS LEARNT(GUNNALA)

This study analyzes several essential IT project management lessons. We understand how critical it is to align IT activities with the overall strategic goals of an organization. The study emphasizes comprehensive planning, such as setting clear project goals, doing SWOT analyses, and knowing financial metrics such as NPV and ROI. We also understand the importance of user-centered design and good stakeholder communication. We also learn about risk management approaches and the advantages of agile procedures in reacting to changing project requirements. The importance of teamwork, continuous improvement, and a customer-focused approach, as well as legal compliance and scope control, are emphasized. The study gives individuals with in-depth knowledge of successful IT project management, preparing them for real-world issues.

NOTE: THIS REPORT IS DESIGNED AND MAINTAINED BY TAMIM HASAN

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