**FIU 2017 Spring**

**ESI 6455**

**Advanced Engineering Project Management**

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**Chapter 4 HW: Project Concept**

Title: “108 Coffee” Network Marketing Project Concept

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Project Scope

Customer company requirement: 108 Coffee is a coffee bar near a university famous in coffee, tea and desert. They want to improve the customers flow and become famous in student groups. They believe that the best way is establish a website and capture fans by social media.

Project objective: Using multiple network marketing ways to help “108 Coffee” get higher reputation and customers flow.

Deliverables: Increase more than 50 customers per day.

Milestones:

·Increase 7 customers per day after first half month

·Increase 20 customers per day after first month

·Increase 40 customers per day before last half month

Technical requirements:

·Create a unique website with the function of ordering online

·Social media accounts operation on Twitter, Facebook, Instagram, Yelp

Limits and exclusions:

·Need a long time to establish a perfect online image

·Have to operate each social media account every day

Reviews with customer: Communicate with the customers online to obtain feedback.

Project Priorities

Budget: $5,000

Schedule:

·Create the official website and social media accounts in first three days

·Advertising for the social media accounts and website of the company and recommend them to customers in the shop in first week

·Release limit coupons on the website and social media during lunch and dinner time everyday

·Upload photos twice a day on social media and communicate with fans as much as possible (and some more daily operation)

Performance: Keeping the official social media active and official website run well to achieve good propaganda effect.

Work Breakdown Structure

Level 1 Complete project: Network Marketing

Level 2 Deliverable: Increase more than 50 customers per day

Level 3 Sub-deliverable: Increase about 30 customers per day

Level 4 Lowest-sub-deliverable: Create a richly functional website and online menu with photos on social media accounts

Level 5 Cost account and Work package

Major work breakdowns of the deliverables: Bad social media operation and website break down.

Integrating the WBS with the Organization

Set up a special team for the project include Web programmers, Network Operation and Maintenance specialists and Customer Service staff.

Coding the WBS for the Information System

·Levels and elements of the WBS

·Organization elements

·Work packages

·Budget and cost information

Communication Plan

·Project status reports

·Deliverable issues

·Changes in scope

·Team status meetings

·Gating decisions

·Accepted request changes

·Action items

·Milestone reports