# Wk 4 – Apply: Project Plan

## Project Title:

### Project Objectives:

* *List project objective*
* *List project objective*
* *List project objective*

| **Operational Step** | **Responsible Person** | **Timeline** |
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## Example

## Project Title: Desert Taco Opportunity

**Description:** Based on initial feedback from customer surveys, online discussion/social media groups, and SWOT analyses, you’ve determined that there is an opportunity to increase your organization’s customer base through the introduction of desert tacos in your food truck menu.

### Project Objectives:

* Identify the top 3 potential customer groups for this opportunity and describe their characteristics and preferences

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| **Operational Step** | **Responsible Person** | **Timeline** |
| Review the organization’s customer database to determine potential customer groups | Leo (Market Research Manager) | 9/30 (1 week) |
| Identify the top 3 groups to target based upon volume, brand loyalty, and location | Betty (Director of Marketing) | 10/7 (2 weeks) |
| Survey customers regarding food preferences and potential menu items | Tom (Customer Service Representative) | 10/21 (4 weeks) |
| Share customer feedback with inventory and operational teams | Betty/Tom | 10/28 (5 weeks) |

Determine the top 5 locations and times to complete a pilot study with your test market.

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| **Operational Step** | **Responsible Person** | **Timeline** |
| Review sales data to determine peak sales opportunities by location | Jim (Director of Sales) | 9/30 (1 week) |
| Identify the top 5 locations in which to conduct the desert taco pilot | Jim | 10/7 (2 weeks) |
| Create marketing collateral and social media communications to promote the desert taco pilot | Oliver (Media Relations Manager) | 10/21 (4 weeks) |
| Provide expected volume and product information for the inventory team | Jim | 10/7 (2 weeks) |

Estimate the required inventory and supply chain needs necessary to support the desert taco pilot

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| **Operational Step** | **Responsible Person** | **Timeline** |
| Based on expected customer volume, locations, and times, determine the product inventory required to support the pilot. | Louise (Controller) | 10/14 (3 weeks) |
| Source supply companies and obtain product pricing quotes and delivery timelines. | Louise | 10/21 (4 weeks) |
| Determine shipment and storage needs to support the pilot. | Louise and Ben (Operations Manager) | 10/21 (4 weeks) |
| Purchase product for the pilot and arrange transportation to support the desert taco pilot at the various locations. | Louise | 10/28 (5 weeks) |