Overview of a Project

Joanna Dennerlein

CPMGT/300

Martine Anderson

June 11, 2018

**Introduction**

When overseeing as business startup, it is important to apply the project management skills, tools and techniques to monitor the progress of the project throughout its implementation. A business startup is among the projects that require effective project management skills and tools so that the goals and objectives or the project are realized and any issue that may deviate the project from its original purpose is addressed immediately it is identified. Project management, however, requires accurate and active participation of all stakeholders to ensure that the customer service drives the project to its completion. Below is a description of one of the projects I have successfully undertaken in my career.

**the mission and objectives of the project**

The mission of the customer concept program is to facilitate integrity and credibility in the values and cultures of companies who deal in international marketing. Therefore, the companies their employees were strive to live by their mission to ensure they achieve success in their marketing plans (Field, Keller & Open University, 2016). The objective of Consumer Concepts program is to increase customer satisfaction and reduce complaints through exemplary customer services. With accurate and detailed information about the product of a company, this program was providing positive reviews of the relevant products in question.

**the high-level tasks/ scope of the project**

Staff consistency during the training sessions is the high-level task that the project strived to a hive. This is because it is the determiner of the quality of customer service that the staff offered to the company's customers (Frigenti, 2014). Constant update on the progress of the project and reports on any issue arising were as be high-level tasks in this project. Change in management and stakeholder involvement is also a high-level task because their interests had to be taken into consideration during the project implementation. Above all, the management of resources including financial resource is also high levels tasks since the implementation were revolve around the availability of these resources.

**How the need for the project was identified**

The need for this project was identified by a survey of selected companies who have realized success in their marketing plans as compared to other companies with numerous customer compliant and negative reviews (Harrison & Lock, 2014). This concept was therefore selected for its ability to help companies to provide high-level customer care service to their customers at all time. It is, therefore, suitable for organizations that operate in the global context and thus making it a better choice for this project.

**Cost and How the Project Was Funded**

The overall cost of the project is estimated to be $3.5 million including the costs of the logistics, employee costs, implementation and general consultancy services. The project were funded in three phases namely the beginning, intermediate level, and advanced phases with each phase preceding only when the former phase is complete (Lock, 2013). This were save on wastage of resources at all level of implementation

**Project Timeline**

The timeline of this project was 6 months although the duration varied depending on the size of the organization and number of employees tasked with implementing the project. The training process and the testing phase of the project implementation may consume a considerable portion of the times scheduled for the project (Young, 2015). However, they are necessary to enable the staff to familiarize with the project so as to provide good customer service

**The Parties Involved in the Project**

The consumer concept program is a project that were require a project implementation team comprising of the team leader, the project officer, IT technicians, evaluation and monitoring officers, supervisors and the grounds men who were actually implementing the project (Young, 2015). This project management team were work in collaboration to ensure that all the goals and objective of the project are accomplished within the project scope and timelines. Other stakeholders who were also involved in the project are the CEOs of the selected companies, investors, and industry leader. Financial partners, consulting firms, and professional software developers were also be incorporated in the project to achieve its success.

**The steps provided to ensure the project is successful**

A program plan was used to outline the deliverables of the project to guarantee its success and accomplishments according to the project scope. In addition, public participation of all the stakeholders in the project were encouraged to make them embrace the project and get motivated to actively take part in its full implementation (Project Management Institute, 2017). In addition, the piloting phase were sued to address all the issues, concern, opinions and ideas relating to the customer concept programming before it is sold out to the companies. All the necessary adjustments and changes were made during the trial and error stage to increase the probability of success.

**The Performance Measure the Success of the Project**

The success of the customer concept program were measured based on the ability to measure the concerns of the consumers and how the needs of the customers are addressed and incorporated into the marketing process (Project Management Institute, 2017). Equally, the level of customer satisfaction with the company's products which were obtained through customer reviews and surveys were act as an indicator of success. How effectively the employees and to the needs and expectations of the customer were also be used as an indicator of the success of the project implementation

**How Project Management Help to Make this Project a Success**

Project management ensured that this project is successfully completed by undertaking trials and pilot runs for the customer concept program in selected companies. In addition, project management tools and techniques were applied to undertake consumer survey and customer study to get their feedback and incorporate their views and perceptions into the customer concept program to make it more effective (Project Management Institute, 20170.

**Conclusion**

In conclusion, I have learned from the customer concept programming project that a program enables project managers to create a team that would oversee the effective implementation of a project. I was able to rely on the skills and competence of my project management team to accomplish all the project deliverables within the time schedule to realize success. From this experience, I can reflect how I successfully implemented a customer service project that provides companies with consumer concepts to sell, market, and introduce their products to their customers in the global market. The objective of the consumer concept programming project was to enable companies to have a competitive edge in the global scene as they plan to expand their operations. The mission of this project was to enable the companies to possess the communication, strategies, and plans on how to engage the individual target customers through highest customer care service in a professional manner. I, therefore, conclude that a company may consider investing in customer concept programming to achieve greater customer service at affordable rate.

References

Field, M., Keller, L., & Open University. (2016). *Project management*. London: International

Thomson Business Press.

Frigenti, E. (2014). *The practice of project management: A guide to the business-focused*

*approach*. Londo: Kogan Page.

*Guide to the project management body of knowledge (pmbok® guide)#x96; (Arabic)*. (2017).

Project Management Institute.

Harrison, F. L., & Lock, D. (2014). *Advanced project management: A structured approach*.

Aldershot, England: Gower.

Lock, D. (2013). *The essentials of project management*. Burlington, VT: Ashgate Pub.

Young, T. L. (2015). *Successful project management*. London: Kogan Page.