JAMES HAMMON & CO.

ITALFP: STRATEGIC MARKETING AND DESIGN PLAN

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Beginning: November 1st 2018

Project Manager:

Cameron Beveridge

VALUES HAVE BEEN REMOVED AS PER REQUEST OF THE EMPLOYER

EXECUTIVE SUMMARY

ITALFP is a developing furniture company specialising in the distribution of Italian designed furniture. ITALFP are currently the wholesaler of modern/contemporary furniture ranging from lighting, tables, chairs and ornaments that have an aesthetic modern twist on European furniture design.

ITALFP is an already established wholesaler aiming to sell their products direct to the public in order to increase sales and profit by targeting customers to by directly at a cheaper cost. The intention is not to sever ties with existing retailers.

The proposed starting date of the project is expected to run from 1st of November 2018 to the 1st of April 2018, a duration of 6 months which is susceptible to change depending on project scheduling and funding. The project budget is set to have a baseline cost of 000000000 with a reserve of 000000000

Due to mutual agreement between company director's, the project is being funded by James Hammon & Co. Therefore, the predicted profits from the project are undetermined until further notice.

Key features of the project include;

- Rebranding
- Current consumer analytics
- Content Management
- Design of Strategic Marketing Plan
- Search Engine Optimization
- Social Media Activity
- Monitoring of consumer behaviour

Project Budget (AUD$)

- Labour Cost:
- Fixed Costs:
- Total Project Cost:
- Management Reserve:

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INTRODUCTION

ITALFP is a developing furniture company specialising in the distribution of Italian designed furniture. ITALFP are currently the wholesaler of modern furniture with a product range of lighting, tables, chairs and ornaments that have an aesthetic modern twist on European furniture design. The product prices are aimed at those who are willing to spend a large sum of money on a luxury statement piece for their home.

The ITALFP product range is predominately constructed from polyethylene, a relatively cheap material that is easily manufactured. Polyethylene is aesthetically pleasing to the eye and an identifiable feature of the brand. Some other products are made from wood and other materials; however, majority of the products use polyethylene.

Though the furniture is Italian designed initially, the products are manufactured offshore in China. All goods are moulded and manufactured in China and later shipped to ITALFP (wholesaler) in Australia (Melbourne) to be later distributed to other retailers. It is currently unknown whether ITALFP have exclusive rights to distribute in Australia.

ITALFP is an already established wholesaler aiming to sell their products direct to the public in order to increase sales and profit by targeting customers to buy directly from ITALFP at a cheaper cost. The intention is not to sever ties with existing retailers. Currently ITALFP have an established and active website for retailers to purchase from as well as the public. Currently, the company is trading under the name ITALFP and looking to rebrand their company name and logo in preparation to act as an intendent seller to the public.

ITALFP has contacted James Hammon & Co. with assistance in relation to their product marketing. The aim of the project is to market the wholesaler as an independent seller. The company is looking to rebrand the current company logo and name as well as optimize the amount of online traffic visiting their website. ITALFP is also looking to expand their cliental by focusing on a range of different social media platforms that can be used for further advertising.

James Hammon & Co. aims to improve the sales of ITALFP by examining current market trends for luxury furniture with a focus on product research and data analytics the company's online traffic. Based on the company's current sales status a strategic marketing plan can be designed and implemented with a focus of online marketing and utilising various sales and advertising platforms to increase the companies reach with potential customers. James Hammon & Co. will also aid in creating a new company image by renaming ITALFD more closely related to their product with an identifiable logo.

Following the completion of the project James Hammon & Co. will continue to monitor all platforms of advertising using analytical software to track the progress of the implemented strategic marketing plan to determine the success of the project based on sales and online traffic. Depending on the success of the project at a later date will determine if a new strategic plan will be required.

2 SCOPE

The strategic marketing and design project plan for ITALFP involves the redesign of the company name and company logo, search engine optimization, consumer analytics of web-based platforms, design and implementation of strategic marketing plan. On completion of the project the expected outcomes are expected to be;

- Rebranded Company Name
- Design Company Logo
- Analysis of consumer behaviour
- Establish accounts on various social media platforms.

The proposed starting date of the project is expected to run from 1st of November 2018 to the 1st of April 2018, a duration of 6 months which is susceptible to change depending on project scheduling and funding. The project budget is set to have a baseline cost of 000000000 with a reserve of 000000000

The project success is accredited to the successful rebranding of ITALFP and the success of the marketing schemes implemented to promote ITALFP. The project success can be directly measured based on information provided by google analytics and the traffic of consumers visiting various media platforms. The number of direct sales made through the ITALFP is also an indicator of the success of the project following the implementation of marketing strategies.

Key features of the project include;

- Rebranding
- Current consumer analytics
- Content Management
- Design of Strategic Marketing Plan
- Search Engine Optimization
- Social Media Activity
- Monitoring of consumer behaviour

Work Schedule

All personnel working on the project are freelance employees working on a quoted rate. Labour hours may vary from an hourly worked wage to a flat rate. Pay is dependent on the type of work required from the employee. There are no penalty rates or excluded work days from the schedule. The project assumes that employees operate on an 8-hour work day, from 9:00 to 17:00, with 1-hour unpaid lunch break. Full-time personnel include all key managers.

2.1 Milestones

The following table includes key milestones of the project and their expected completion date. Completion dates may be susceptible to change throughout the project.

Milestone	Expected Completion Date
Completion of market research	
Approval of rebranding	
Approval of strategic marketing plan	
Activation of Social Media	

2.2 Exclusions and Assumptions

Project exclusions revolve predominately around the construction of the housing units.

- **Team Software/Hardware –** All team members will have their own personal laptops which they have purchased themselves. All software and programs required for the job are to be purchased or already owned by employees

- **Legal Documentation** – Arrangements for the required legal documents to the rights of the new brand name and logo will be prepared and acquired by the legal advisor of the project.

- **Website Development** – Construction of a new website will not be required by the developer. The already established website will be used as a template when the developer makes adjustments later in the project.

- **Supply Chain** – ITALFP have already an established supply chain network. This includes the shipping of the products from the manufacturer to ITALFP storage in Australia. This also includes distribution and freighting to retailers of their products.

- **Sales** – Sales and payment method has already been established through the online platform 'Shopify'. The company does not require any assistance with payment methods and security.

The project assumes a number of variables in relation to the project success. The assumptions are susceptible to change which may affect the delivery cost and time of the project.

- **Copyrights** – It is assumed that the new company name and logo do not have exclusive rights and can be used immediately.

- **Client Satisfaction** – The project assumes that the client will be satisfied with all proposed strategic ideas and designs and will not require further evaluation.

- **Employee availability** – The project assumes that all employees part of the project team will be available to work between the dates proposed for the completion of the project.

2.3 Stakeholders

The table below illustrates the current stakeholders and their involvement with the strategic marketing and design of ITALFP.

Stakeholder	Type	Involvement
ITALFP	Client	Sales
James Hammon & Co.	Project Team	Responsible for delivering the project.
Independent Retailers	Private	Product buyers from ITALFP
Product Manufacturers	Private	Suppliers to ITALFP

Depending on their level of involvement of individual stakeholders affects the degree of input they have on the project. Over the duration of the project, stakeholder involvement is susceptible to change.

Stakeholder Power/Interest Matrix

The following tables represent key details of stakeholder involvement in the project. The information provided shows the power and influence stakeholders have on the project in relation to their interest. While the stakeholder involvement matrix defines stakeholder personal information, role, needs and expectations.

- Power/Influence of stake holder +

Needs Must Be Met	*Key Holders* **James Hammon & Co.**
Low Priority **Supplier** **Retailers**	*Keep Informed* **ITALFP (Client)**

- Interest of stake holder +

2.5

2.4 Risks

Several risks have been identified with the project. The risks related to project are of medium to high risk based on their likelihood of occurring and to the extent of which each risk would impact the project budget, time and quality. Authorised personnel will handle change control measures and implementation in the event of situation that may have a negative impact on the project.

Copyright Issues – A medium risk to the project is if the new name given to ITALFP is already copyrighted by another company. If the project moves ahead without any legal advice or reference, greater risks maybe encountered further into the project. Further rebranding would be required and an extension on the graphic designers' tasks would be required. If the issue were to be left unattended, legal action may be taken from other parties resulting in serious issues with the client, overall project performance and company budget. To avoid an issue such as this, it is important to have the legal advisor check the availability of proposed names and logos for ITALFP.

Employee Availability – Employees involved with the project are all contractors. The issue involved with the selected employees is that they may be unavailable to work on this specific project due to their involvement with other possible projects with other companies. If we are unable to find another contractor before the scheduled start date, the project has the potential to be pushed back until another suitable contractor is found. To avoid this, a short list of possible contractors should be created in the event of a contractor leaving the project prematurely. This allows for an immediate stand in to prevent lag in the project scheduling.

Client Satisfaction – Client satisfaction is a high risk to the project due to their interest at every stage of development. If the client is found to be unsatisfied with any activity of the project ranging from rebranding or the strategic marketing plan, the schedule will be shifted accordingly to redesign either activity. Pushing the project schedule back results in budgetary issues and costs as employees will be required to work additional hours. To prevent an occurrence will involve immediate contact with the client at every stage of the project to ensure client satisfaction is met before moving on to the next task.

Budget Control – The project is not being directly funded by the client. Based on agreements made by the director and client for the project, all funding will be dispensed directly from James Hammon & Co. If the project exceeds expected budgetary boundaries the project cost may exceed what the initial project cost expectation. The result of excessive expenditure may result in foreclosure of the project or company. Ensuring the project is completed within the project budget is paramount.

Retailer Discovery – A concern of the client is their current retailers discovering that ITALFP is moving into direct sales. If the retailers discover the wholesaler is selling direct, there is a potential issue associated with ITALFP sales. The action of the retailers following the discovery could result in a termination of the project. Avoidance of the issue is working the project discretely and independently of the client and associated retailers.

Risk Mitigation and Avoidance

Responses are to be developed by project teams and project manager in response to risks. New risks that form, the project team will aim to create new mitigation strategies. Newly identified risks will be added to the risk register where they will be monitored by the project manager and dealt with appropriately. If a new risk has the potential to severely affect the project a new risk management plan will be created.

Cost, time and scope are determinants in how risks will be managed throughout the project. Project risk management plans will be developed to account for these 3 key factors. In some cases, these constraints may be redefined in order to accommodate for extreme cases. Examples of an extreme case is a risk that may require more funding or adding more time to the project schedule.

2.5 Scope review Questions

The following questions were raised by the client and director of the project following the proposal.

Question: How much control does the project team have on the project?

Response: Based on the agreement made by the director of James Hammon & Co. and the company director of ITALFP, a mutual agreement has been made that James Hammon and Co. has a significant amount of control over the different aspects of the project. ITALFP has placed a significant amount of trust in the company's capabilities. Rebranding of the company name and logo, marketing strategies and analytics are controlled by the director of James Hammon & Co. The client has requested to be involved and informed with each stage of the project to examine and approve certain aspects of the project design.

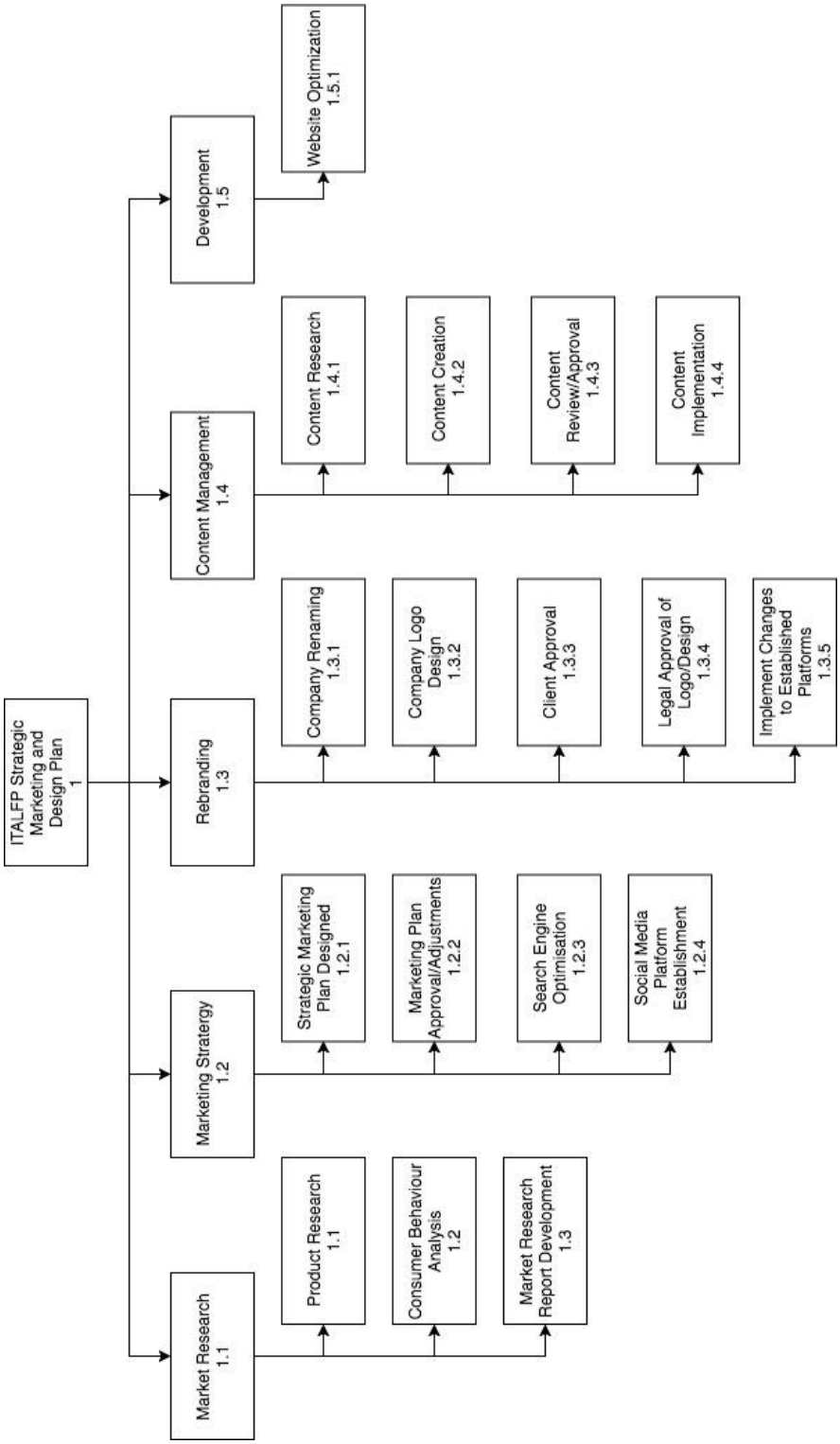
Question: How are we going to avoid retailers discovering ITALFD is moving into direct sales?

Response: It is expected that the wholesaler's buyers would be unhappy about their supplier selling directly. This means their position is redundant because consumers can purchase the product at a cheaper price. The result of the retailers discovering ITALFP's rebranding and marketing scheme could result in severed ties with current retailers and a loss of sales**.** Rebranding ITALFP is expected to disguise the established company from their buyers to avoid conflict with their business partners. Providing a new aesthetic to customers it is expected that retailers will be unaware of the shift in their current business model to avoid conflict.

3 PROJECT PLANNING

3.1 Work Break Down Structure

The following chart illustrates the list of activities that are to be completed over the duration of the project.



4 COST MANGEMENT PLAN

4.1Cost Management

The project costs and finances will be monitored by the project manager and director in conjunction with the client. The estimations made for the project have been calculated based on the standard rates of current employees. Monthly expenditure reports will be created by the director and project manager over the duration of the project and discussed on a monthly basis with the client.

Project Budget (AUD$)

- Labour Cost:
- Fixed Costs:
- Total Project Cost:
- Management Reserve:

Cost Management Approach

The company director will monitor the weekly expenditures of the project. The financial performance of the project will be determined by the profit made directly through ITALFP. The project costs are rounded to the nearest dollar financial convenience. All labour costs are based on the quoted rate of each employee. A status report will be required for any cost variances across the project.

Measuring Project Costs

MS project will be used to monitor the project scheduling and costs as well as personnel involved in the project. A monthly review of costs will be shared with the client and project manager. Cost performance will be based on the use of employee resources against the budget. The project is to be nullified in relation to the scheduled performance. The direct and indirect costs of the project are determinants of the project expenditure. There are no direct costs associated with the project. Indirect costs such as computer software will be excluded.

Reporting Format

Reporting will be completed by the director in conjunction with the project manager at the end of each month. Weekly reports will be submitted by each employee and their rates to the project manager and director. The reports will include weekly expenditures and scheduling information. The reports will be in the form of an e-mail.

Variance Response Process

The calculated control threshold of the project is to be no greater than 1.2 and no less than 0.8. In the event that either of the threshold points are broken the cost variance corrective plan will be put in place. Corrective action will be determined by the site manager and project manager following their assessment. Implementation will occur as soon as possible. All changes will be monitored for the following weeks.

Cost Change Control Process

Any changes or adjustments to the budget must be handled accordingly. All cost and changes to the budget will be determined and made by the director. The director is acting as head financier for the project. Based on the reports submitted by team members will determine what action will be required for a change to cost/budget of the project.

Measuring Project Costs

The earned value management measure will be used to determine the performance over the course of the project. Cost variance figures, schedule variances and the schedule performance index will also be used to monitor project performance.

4.2 Cost breakdown Analysis

Employee	**Hourly Wage**	**Days worked**	**Cumulative number of hours**	**Total (AUD)**
Project Manager	**N/A**	**N/A**	**N/A**	**N/A**
Legal Advisor	**N/A**	**N/A**	**N/A**	**N/A**
Marketing Manager	**N/A**	**N/A**	**N/A**	**N/A**
Content Manager				
Developer				
Graphic Designer	**200 (Commission basis)**	**N/A**	**N/A**	**200**
Fixed Costs	**Cost**			**Total**
PROJECT TOAL				

5 COMMUNICATION
5.1 Reporting and Communication

The method of communications for the project will vary. Communication must be maintained from key employees actively involved in the project. In order for projects succession, continuous communication is paramount. All information from each team member will report directly to James Hammon & Co Director

The key method of exchanging information is via e-mail and other interactive platforms. Cross-platform communication between team members involves programs such as Trello and Asana which are directly linked to each team members active e-mail account. Regardless of the platform used for communicating the specified team member will be contactable.

Phones will be used as a general means of communication between relevant members. Members who are based international can be contacted using the other forms of communication such as skype meetings and e-mail. Using telephone communication allows for the Director to contact immediately with each department if there is a sudden change to project.

Team Meetings will be held monthly via skype or with some members individually based on their current location and status. The team meetings will draw focus on project scheduling and budget.

Reports and updates will be made weekly between project manager and director. Reporting will act as the official documentation of progression and issues encountered during the project. Reports and updates will be communicated to the director, as well as the client. Reports will aim to focus on time and budget control of specific activities. The reports will be e-mailed on a monthly basis.

E-mails will be saved that have been sent between members. Furthermore, all progress reports will be saved to an external hard-drive, including printed hard copies. All decisions made in team meetings will also be documented and recorded and stored for filing. Storing information is vital to the project, if there is any miscommunication, the issue can be resolved.

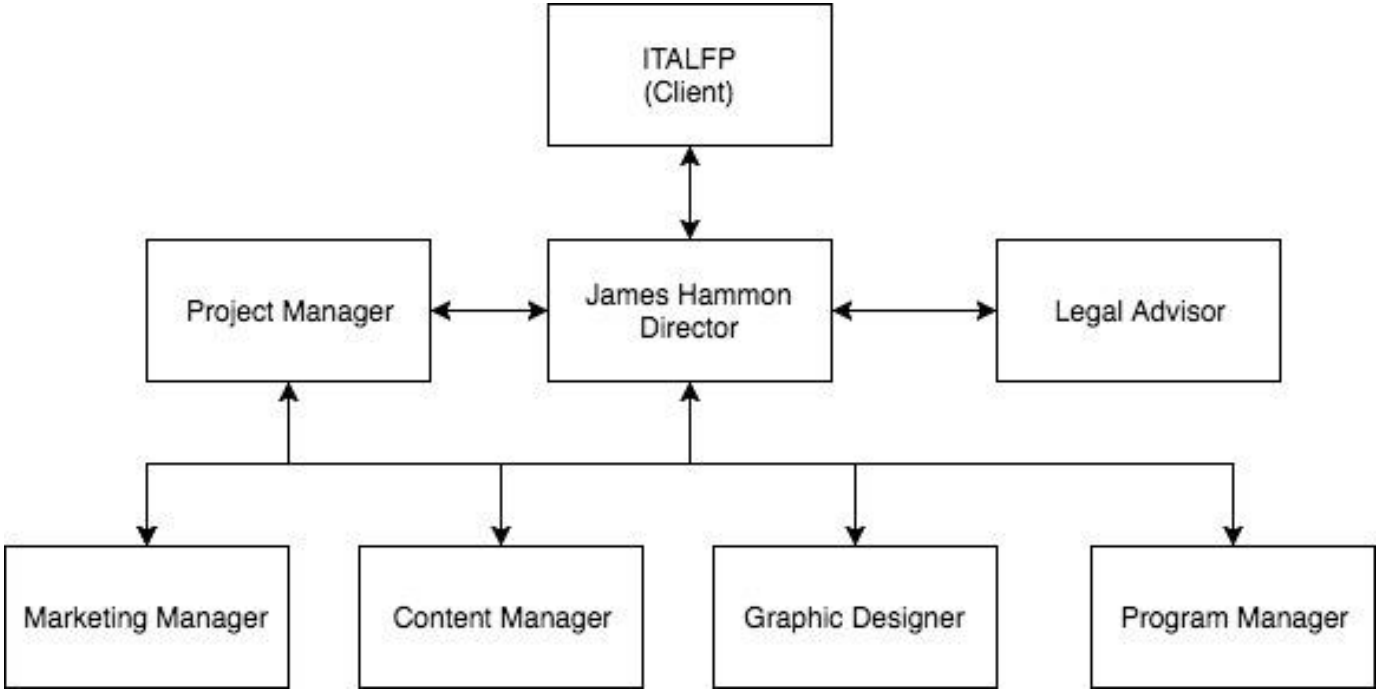
5.2 Communication Assessment Matrix

The following table illustrates what avenue information must be communicated and more specifically who, when and what department must be communicated to.

What Information	Target Audience	When?	Method of Communication	Provider
Issues Report	Project Leaders and Managers	Anytime	Email and Hardcopy	Team Leaders
Milestone Report	Project Leaders and Client	Monthly	Report and Team Meeting	Project Office
Legal Documentation	Project Leaders and Client	Upon Occurrence	Report	Legal Department
Team Status Reports	Project Leaders and Client	Weekly	Meeting and Report	Team Leaders
Deliverables Report	Project Leaders and Client	Monthly	Report	Team Leaders
Budget Control	Project Leaders and Client	Weekly	Report	Project Manager
Accept Change Requests	Project Leaders and Client	Anytime	E-mail	Team Leaders
Design Brief	Project Leaders and Client	Upon Occurrence	E-mail	Graphic Designer
Content Review	Project Leaders	Upon Completion	E-mail	Content Manager
Web Development	Project Leaders	Upon Completion	E-mail	Program Manager
Marketing Strategies	Project Leaders	Upon Completion	Report	Marketing Manager

5.3 Organization Chart of Reporting

This chart shows the means of communication between departments and member involved in the project. Where determine the direction of communication, and the order in which communication must travel in order to reach the desired departments.



5.4 Position Descriptions

Client

The client (ITALFP) work in conjunction with the director and project team involved with the project. The client has a strong input with the direction of the project and progress communicating directly with team leaders.

Director

The director works directly with the client and the entirety of the project team. The director is responsible for the governance of the company and is accountable for the project team.

Project Manager

The project manager is responsible for the for the successful initiation, planning, design, execution, monitoring, controlling and closure of a project. Main duties involve status reports and team management.

Legal Advisor

The legal advisor is required to provide legal advice and services to the organisation and its employees. This includes all documentation and copyright laws and acts in regard to the name changes and logo design

Marketing Manager

The marketing Manager is responsible for the design and development of the strategic marketing plan, research and implementation of marketing management plan. The marketing manager is also required to analyse and assess the effectiveness of current market status.

Content Manager

The content manager is responsible for the content presented on websites and blogs, and may also be responsible for creating, editing, posting, updating, and occasionally cleaning up outdated content

Graphic Designer

The graphic designer is responsible for the design and rebranding of the company logo that will be advertised on all media platforms and product branding.

Developer

The developer will be required to help maintain security and stability of all online platforms. The developer will manage all web-content, programming, coding of websites and social media.