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Auto Heat-Balanced Shirt

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CONTENT

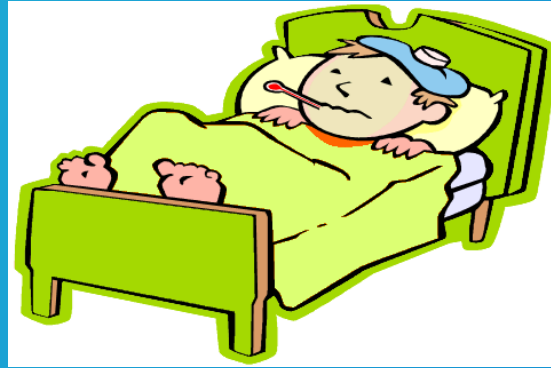
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PROJECT DESCRIPTION

- Idea
- Target group
- Customer
- USP
- Market Potential

PROJECT DESCRIPTION

➤ *Idea*



PROJECT DESCRIPTION

❖ *Target Group*

Focus on

- People in draconic weather
- People work outdoors
- People move to an opposite climate



PROJECT DESCRIPTION

➤ *Customer Benefits*

- ✓ Keep body temperature stable
- ✓ Suitable in any weather condition
- ✓ Persistent over many years
- ✓ Trendy and not outdated

PROJECT DESCRIPTION

➤ USP

- ✓ More than a shirt

➤ Market Potential

- ❖ Very first smart shirt

- ✓ Many strengths more than casual shirts

The background is a solid blue color with a repeating pattern of white line-art icons. These icons represent various business and office concepts, including documents, folders, mobile phones, pens, paper clips, and charts. The icons are scattered across the entire background, creating a textured, professional look.

Business Plan

Objectives, Some plans, Work Breakdown Structure

Objectives

❖ *Result Objectives:*

- Great user experience
- Suitable for everyone
- Affordable price
- Fashion design

Objectives

❖ Time Objectives:

- Doing research
- Building first demo
- Advertisement
- Getting profit

4 months

3 months

2 months

3 months

Objectives

❖ *Social Objectives:*

- Feedback from customers
- Fast and convenient news sharing
- 4000 customers in first 3 months

❖ *Financial Objectives:*

- Getting profit 20000\$ in first 3 months

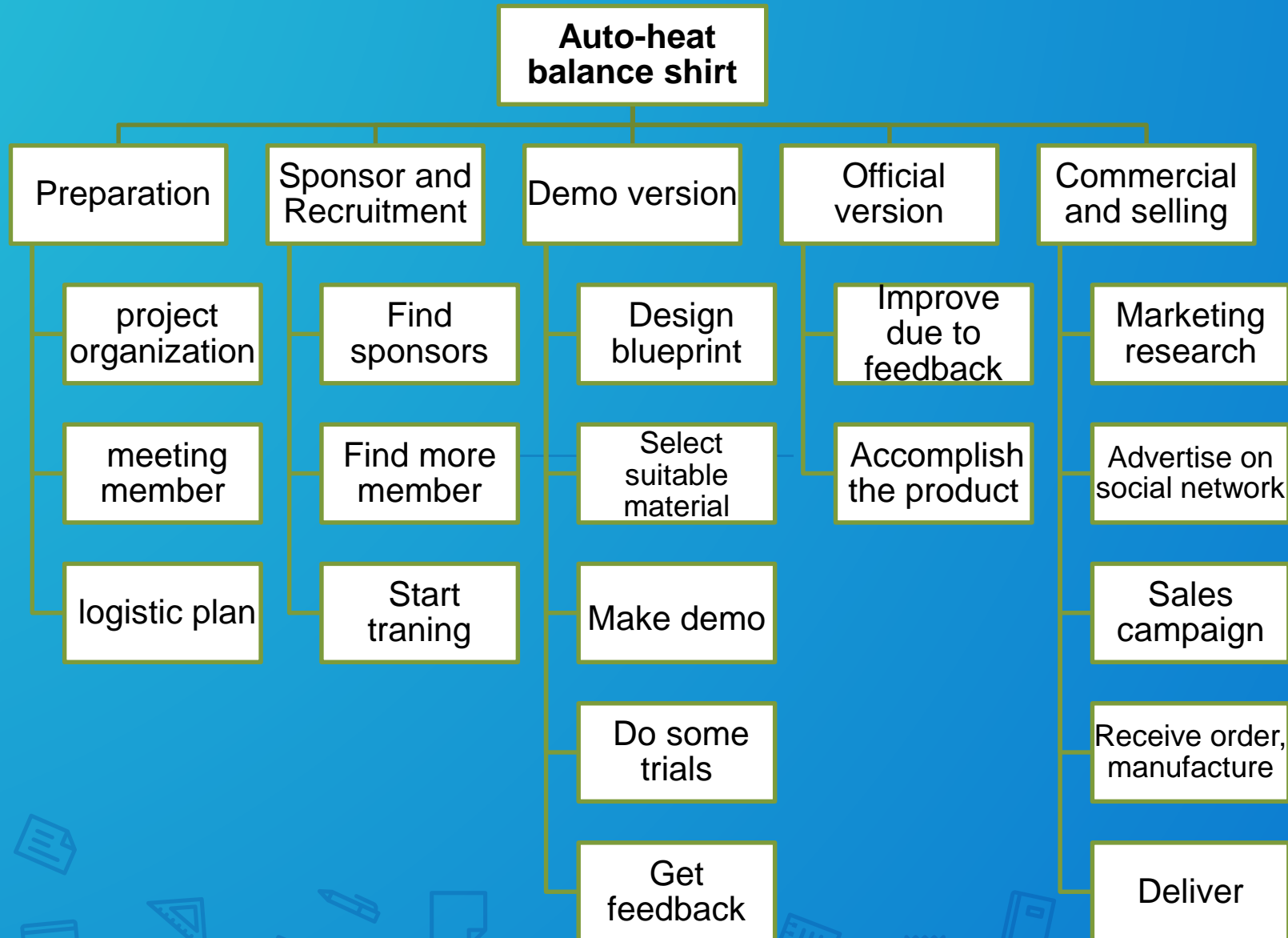
Stakeholder management

Stakeholder (person or group)	Attitude to the project (+, -, 0)	Assumed Expectations (+) Fears (-)	Interest/ Affectedness (low, medium, high)	Type of impact (+, -)	Power/ Influence (low, medium, high)	Strategies / Measures
customer, user						
User	+	+	medium	-	high	customer care; select good material; sale off campaign
company that fulfills the project contract						
Advertising company	0	+	high	+	high	promote advertising campaign
Marketter	0	+	high	+	high	develop advertising and sales campaign
members of the project team in its roles						
Project owner	+	+	high	+	medium	
Designer	+	+	high	+	medium	
suppliers and subcontractors						
Sponsor	-	-	low		low	Investing in project by money
Supplier	-	+	low		medium	supply materials for researchers, designer and project owner
Co-operation party	0		medium		low	
society and others						
Environment	-	+	medium	-	high	
Laws	0	-	high	-	high	

Phase plan with milestone

	Phase	Period	Deliverables of the phase	MS #	Milestone	Date
1	Preparation	2 weeks	Organizing project with project manager and team member, working out logistic plan	1	Preparation finished	Mar-19
2	Recruitment & Sponsors	2 months	Finding sponsor for official version as well as more members who are interested in project to finish official version	5	Enough member, money	22/3/2019
3	Making demo version	3,5 months	Designing blueprint, select appropriate material, make demo, deliver demo version for 1 month to get feedback	3	Finish demo version	23/5/2019
4	Official version	1 month	Improve demo due to feedback and accomplish the official version	6	Official version finished	8/9/2019
5	Commercial and Selling	1,5 month	Advertising on social network, receiving orders and begin to manufacture; opening sale - off campaign	7	Finish advertisement	9/10/2019
6	Delivering	2 weeks	Delivering products to users	6	Delivered Products	23/11/2019
7						

Phase-oriented WBS



WP list (1)

Code	Name	Deliverables	Duration (days)	Predecessores	WP manager
1	Preparation		2 weeks		
1.1	Project organization	Having an overview of project		x	Hai Dang
1.2	Meeting member	Come up with ideals with members		1.1	An Huy
1.3	Logistic plan	Listing details and steps of the project		1.2	Minh Kien
2	Sponsor and recruitment		2 months		
2.1	Find suitable sponsors	Search for investors in related careers		x	Duy Tri
2.2	Persuade sponsor	Persuade sponsor to invest money in project		2.1	Tan Cuong
2.3	Find more colleague	Recruiting campaign on websites		2.1	Hai Dang

WP list (2)

3	Demo version		3.5 weeks		
3.1	Chose most suitable blueprint	Design all possible blueprint then select best ones		x	An Huy
3.2	Select appropriate material	Find the most suitable material base on many criterias		3.1	Minh Kien
3.3	Make demo	Make some demoes and chose the best ones		3.2	Duy Tri
3.4	Do some trials	Free product for some users to experience		3.3	Tan Cuong
3.5	Get feed back	Receive feedback from users		3.4	Hai Dang
4	Official verson				
4.1	Accomplish the product	Improve and complete the product due to feedback of trail users		3.4	Duy Tri
4.2	Guarantee	Free guarantee in 3 months, free return in 15 days		4.1	An Huy

WP list (3)

5	Commercial and Selling		2 months		
5.1	Market Research	Research about market potential and target group		x	Hai Dang
5.2	Advertising on social network	Run advertisement on facebook and instagram		5.1	An Huy
5.3	Selling campaign	Open discount, customer casre and free trial/ return		5.1	Minh Kien
5.4	Receiving order/ manufacture	Receive online order/ e-commercial		5.3	Duy Tri
5.5	Delivery	Express service		5.4	Tan Cuong

Resource table

Role	Abbreviation	Qualification (Skills)
Project manager	PM	Management experiences, overall overview of project, soft skills such as leadership, representation,...
Marketing Manager	MM	High social skill, marketing certificate
Human Resource Manager	HRM	3-year experience in Human resource manager
Product Designer	PD	3-year experience in researching materials for clothing, design clothing
Financial Manager	FM	Financial certificate

Communication plan (1)

Stakeholder	Content / messages	Expected impact	Medium
Project owners	Planning,making, decisions	Keeping project in track progress	Meeting,emails
Sponsors	Fund raising, plan	Funding for project	Meeting,emails
Designer	Researching,assignment	Improve product's quality	Email,meeting,discussion
Supplier	Providing material	Supply high-quality material for projects	Meeting,emails
User	Providing feedback, selling	Point out flaw and buy more products	Emails
Marketer	Advertising and PR	Develop advertising and sales campaign	Email,meeting,discussion

Communication plan (2)

Stakeholder	Responsible person	Participants	Date / Frequency
Project owners	PM	Core team	Beginning of project/ once in 2 weeks
Sponsors	FM	MM,HRM,PM	Beginning of project
Designer	PM	FM	Beginning of project/ once in 1 week
Supplier	PD	PM,FM	Beginning of project/ once in 2 weeks
User	MM	PD	1 month after user bought product
Marketer	MM	PM,FM	Opening/once in 2 weeks

Risk Management Plan

#	Risk	Measures		Costs (T€) for	Decision	responsible	date	state	Priority
		preventive	corrective						
R1	Product's Fail		More design team discussion	\$5000	Y	Huy	Publication Date	Not Started	Yellow
R2	Staffs' Health	Health Checked every two months		\$200	Y	Dang	Project Starting Date	Not Started	Green
R3	Contract Cancel from Supplier	Carefully choose the supplier		\$2000	Y	Tri	Project Starting Date	Not Started	Yellow
R4	Budget Cut	Use alternative way to fund raising		\$4000	Y	Kien	Project Starting Date	Not Started	Red
R5	Other Products	Improve Adverstisement	Copyright Register	\$2000	Y	Cuong	Publication Date	Not Started	Yellow

Project Review

Experience

- **Soft skills: Presentation, writing,....**
- **Team work**
- **Creativity**

Knowledge

- **Steps to do a Project**
- **Concept in Project: Project canvas, WBS,....**
- **Project's Difficulty**

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Thanks for listening !!!