

Why do we need to use project management?

Within our Project Management Department we aim to create a plan with the intention of the end product being that it will create some positive changes for the benefit of the company once we initiate each project with efficiency and execution. It is the initiation, planning and control of a range of tasks required to deliver this end product. Projects that require formal management are those that:

- Produce something new or altered, tangible or intangible;
- Have a set time line start date and end date deadline
- Are likely to be complex in terms of work or participants involved;
- . Economic/ budgeting of the use of organization resources

Our Project

First and foremost it had been noted after having several meetings with staff that Manley's only online presence is a single web page showing the location of only 3 stores and the page has not been updated to show information on the 4th store that has opened up recently, there is no possibility to either order online or book appointment with designers. Also now that there are 4 stores and several more in the pipelines set to open within the next few months, the owner's son strongly feels that it is the right time to have a Information Management System in place to improve customer service staff do a better job at keeping customers happy and operations staff keep track of managing stocks, personnel, subcontractors, marketing, customers data input, etc.

I recommend that we hold a meeting with our Web designer who runs our company website and put forward new ideas for the re development of our company Website such as:

- Updating the page with detailed information about the latest store that has recently opened up. Providing contact details for the store so that customers can get in touch with Kitchen and Bathroom designers.
- A detailed write up about the stores that are in the pipeline set to open over the next 6 months. This gives potential customers a heads up about stores that will be opening up within their area which will be more convenient for them to do business with us.
- Re design our company website making it look more eye catching and vibrant which will attract more customers and encourage existing customers to want to do business with us again or refer to friends of friends.
- Detail existing offers% on our website so customers can be updated on the offers we have running at the moment. Also introducing the Loyalty program for the customers who do business with us regularly kind of like a Nectar card gaining points each time they shop with us and based on how many points they collect they receive rewards such as money off their next purchase or a buy one get one free offer etc.

I strongly support the owners son and recommend that we do research a suitable software and introduce a Information Management System (IMS) to our company. Electronically speaking we want a software which would be designed to facilitate the storage of information for the use of the organization which will be beneficial to our Customer Service staff and for the use of managing stock information and data input. It will give us an electronic way of keeping track of the business and staying on top of things preventing us from having a back log of information on paper we can monitor the internal Information Managing System (IMS) on a regular basis. Also this system can be used for Financial purposes as well to keep track of money coming in and money going out and for budgeting company expenditure.