

Component B

Report: Project Management Plan

Table of Contents

Introduction.....	3
Project Objectives and Project Scope	3
Project Management Plan	4
Phases of the project.....	4
Project Requirements	5
Project Objectives	6
Project Scope.....	6
Work Breakdown Structure.....	6
Gantt Chart	8
Financial Planning	8
Project Governance.....	9
Project Risk Management.....	13
Conclusion and Recommendations.....	14
References.....	15

Introduction

The project management plan is considered a formal document that explains the planning process of the project to be carried out. This involves an outline of the project scope, goals, financial budget, deliverables, and timeline of the project in order to ensure that the project is on track (Alex, 2018). The paper will shed light on the project management plan based on Component A. The Project Business Case prepared in Component A was on Running Summer Promotion Campaign for PureGym Abbey Wood Retails Park and this paper will present project management for the same. Basically, the project plan is prepared during the stage of the project life cycle and requires to be approved by the stakeholders to move to the next stage. This report on the project management plan will cover project scope & deliverables, project schedule, project resources, risk management plan and communication management plan. It will also comprise of specific requirements for the project including a work breakdown structure and a Gantt chart at each stage. For each deliverable, resource requirements, roles and responsibilities, targets, dependencies, and controls will be identified.

Project Objectives and Project Scope

A project involves activity that can be undertaken to meet the creation of unique products or services and also to accomplish them. Despite the economic crisis due to the impact of the Covid-19 pandemic, people are more concerned about their health and fitness. PureGym is one the largest gym chain in the UK that provides services 24*7. The mission of the company is to ensure that people can enjoy a very happy and healthy life every day (Andrew, 2020). Therefore, in order to attract more customers, PureGym has decided to conduct a promotional campaign and the program will be run in Abbey Wood, Bristol. The objective of the project is to prepare a

project management plan on identifying target customers for PureGym, understanding the needs of the people after the lockdown with respect to health and wellbeing and improvement of equipment and gym routines for customers. PureGym is already popular among the people in the UK and therefore to run the summer campaign the major focus is being laid on Marketing Mix which will include Price and Promotion. Based on the business case, it can be said that PureGym will be benefitted from the number of new customers and aims to increase the brand image as well through the proximity to UWE students.

Project Management Plan

Phases of the project

The project management plan will comprise of a certain amount of planning and work to be carried out. This involves a number of tasks that need to be undertaken in a proper manner and within a specific time period. Therefore, the project management plan for PureGym will be divided into five phases that will enable it to get an appropriate structure along with logical and manageable steps.

Project Initiation: Project initiation is the first phase of the project lifecycle where the value and feasibility will be measured. The managers involved in handling the project will use specific evaluation tools to pursue the project (Nediger, 2019). This will include a Business case that will provide an estimate of the budget and a feasibility study. This will include evaluation of the project goals, timeframe and cost to be undertaken for the execution of the project along with resources required to pursue the project.

Project Planning: Furthermore, a team needs to be formed for undertaking the project work considering the specified time and budget (Villanova, 2019). This will provide guidance on resource requirements, financing and procurement of raw materials. This will also enable the team to understand the quality of output, strategies to handle risks, managing suppliers and communicating with the stakeholders.

Project Execution: This phase is most linked with the project management plan as it provides an overview of the deliverables in order to satisfy the customers. Therefore, in this phase, the members of the team are required to allocate the resources and keep the team focused on assigned goals (Villanova, 2019).

Project Monitoring and Control: The process of project monitoring and control takes place at the same time as the execution of plans requires continuous monitoring as well. This will help to prevent scope creep and track the appropriateness of time and cost. As a result, this will allow to keep the project moving ahead in a successful manner (Nediger, 2019).

Closure of the project: Once the project will be delivered to the customer, it is required to be closed. The closure of the project will be undertaken by communicating the completion to stakeholders and releasing resources for other projects. Furthermore, it will enable the team to evaluate and document the project and make the team more successful.

Project Requirements

The major requirements of the project will be to determine the plans related to business marketing, competitors of PureGym and advertising goals. This will further include identifying the current positioning of the business along with the timeframe to undertake all the project

activities. Furthermore, there is also a requirement to track the progress of the project using key performance indicators providing a description of customer's needs and expectations from PureGym.

Project Objectives

The objective of the project management plan is to identify new target customers for PureGym and understanding the needs and requirements of people after the end of lockdown as people are more concerned about their health and wellness (Wrike, 2019). This also includes improving equipment and providing additional facilities.

Project Scope

The project has a high scope to achieve success as PureGym is very popular among people in the UK.

Work Breakdown Structure

The project management plan for PureGym represents a marketing promotion plan that is especially targeted at students and NHS staff by offering a 50% discount for the month of July 2021 (Wrike, 2019). Therefore, the number of activities to be undertaken will be outlined in the Work Breakdown Structure shown below. The Work Breakdown structure will represent the activities or tasks to be undertaken in a simplified manner by determining the hierarchy of activities and achievable milestones and tasks. It also allows presenting the progress of the project including activities and milestones.

Summer Marketing Campaign for PureGym

Phase 1: Initiation

- Formation of the project committee
- Determining the objective of the project
- Developing a self-off point for the photo

Phase 2: Planning

- Undertaking budget forecast
- Request for sponsorship
- Determining photo studios
- Sourcing a print store and graphic designer agent
- Identifying universities and NHS offices

Phase 3: Preparation

- Providing training to the project team members
- Undertaking project and video shoot
- Use of the social media platform for the purpose of advertisement and jingles
- Distribution of flyers
- Monitoring and checking the ongoing process
- Improvement of service equipment

Phase 4: Execution

- Placing posters in gym windows and glasses
- Running the content on social media
- Creating duty rota for Gym employees based on subscription
- Sending emails to customers in order to inform them about the marketing campaign to be undertaken.
- Ensuring availability of sufficient equipment
- Registration of subscribers and managing walk-ins.

Gantt Chart

The Gantt chart in the project management plan helps to represent the activities or tasks to be undertaken in a certain period of time (Gantt, 2019). Therefore, the Gantt chart will have two sections as activities to be undertaken and time scale. Below is the Gantt chart for PureGym for undertaking different activities in a marketing campaigns.

Project Activities	Timescale			
	July 1	July 10	July 20	July 31
Initiation				
Planning				
Preparation				
Execution				

Financial Planning

Financial planning acts as the process that needs to be undertaken for the purpose of estimating the required amount of capital and identifying its competition. Therefore, it provides an overview of the financials with relation to investment and procurement. The resource estimates for the development of the project including financial planning will be discussed including the financial budget. The approximate budget of the project will require \$16000 to carry out the marketing campaign (Juneja, 2017). The budget is distributed in the following ways including the resources required and the cost of the promotion to be incurred between July 1 to July 30, 2021.

Cost to be incurred for designing purposes: \$1500

Cost for servicing of equipment: \$1000

Cost associated with advertisement: \$5000 (\$1000- Facebook, \$1000- Instagram, \$1000- Newspaper, and \$1000- Twitter)

Utility bills for a time period of 1 month: \$1350

The cost associated with the photo shoot and video jungles: \$3000

Cost of Printing and posters: \$1000 for A4 high-quality colour posters

Overtime cost for 10 Gym staff: \$2700

Additional costs:\$1000

Project Governance

Project management team structure

The Marketing department of PureGym has a plan in order to explore the business in the UK. The marketing department is responsible for creating a good image however the desired people can come and give profit to PureGym. The promotion of the Brand would lead to attracting more and more customers towards PureGym (Kumar *et al.*,2018). Through the use of the marketing campaign, they can reach the customers easily and motivate them to come to them in order to reduce weight. The marketing department of the company conveys the messages through their strategies such as promotion, pricing, distribution, financing, selling, and product and marketing information management. The product manager of PureGym identifies the needs of the customer

and the main motive behind the business's success. The product manager focuses that equipment that will be used in the business may not harm the customers. Even the Production manager should oversee the production process and cost-effectiveness by estimating discounts to the customers. The day to day working of the workers should be looked after by the production manager of PureGym. The Financial Manager looks after the financial health of the business. They create financial and accounting reports for the long-term goal of the business. The PureGym Financial report should be based on the pandemic situation otherwise it would harm the business.

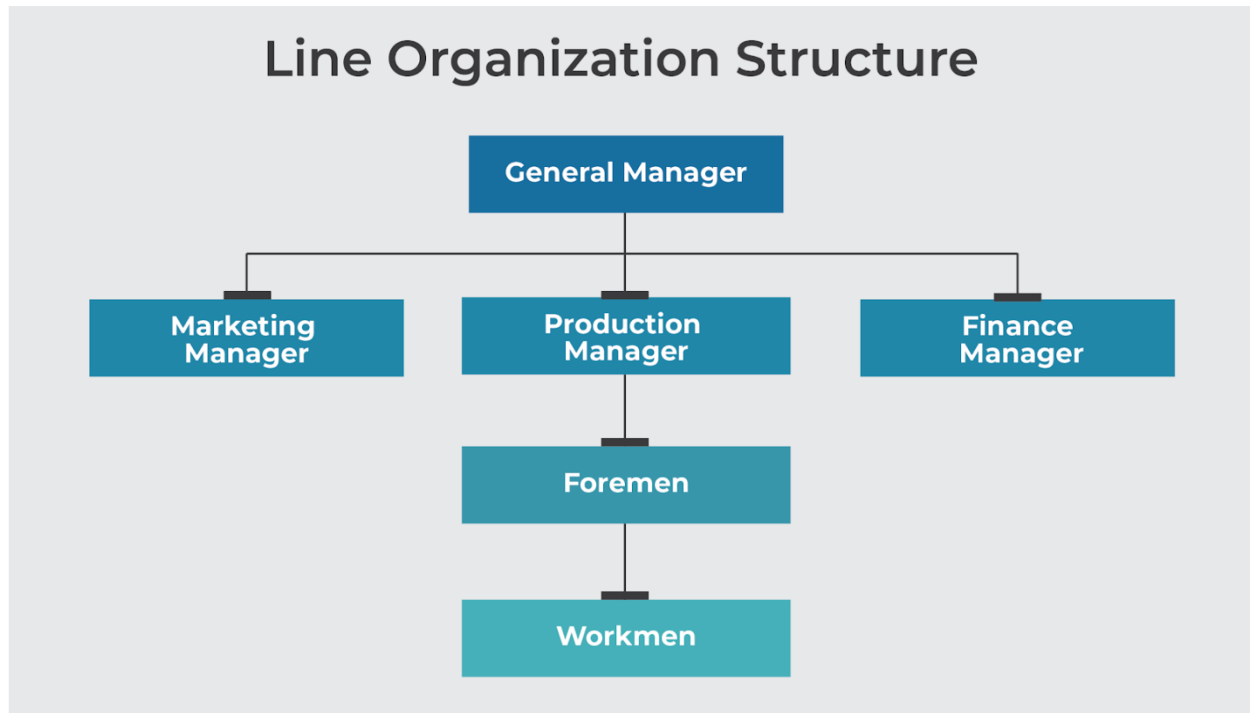


Figure: line organization structure of PureGym

(Sources:<https://www.greycampus.com/blog/project-management/common-types-of-organizational-structures-in-project-management>)

Roles and responsibilities

The project governance is the part of the management framework in which the project of this PureGym campaign is being made. The role is to give a framework of this Gym business in order to maximize profit from this business. Different managers have undertaken different roles and responsibilities in order to do the business in a better way. None of the managers interfere with the other managers because they individually have different and important work to do. The marketing department looks after the marketing and sales department within the organization. The PureGym has a motive to reduce the weight in the area of Abbey Wood, Bristol. The summer campaign will be explored through the use of 4P's of the marketing mix. By analyzing this Marketing mix surely PureGym will get success in the long run. The Production manager

looks after the day-to-day business of the enterprise (Hall, Koenraadt, and Antonopoulos, 2017). They look at what is good for the business. They coordinate with the employees in order to achieve the work done in a significant way. The financial managers look after the finance department of the business. They control and coordinate with the finance and accounting department of the organization. The PureGym financial manager controls three main functions such as financial investment and dividend decision.

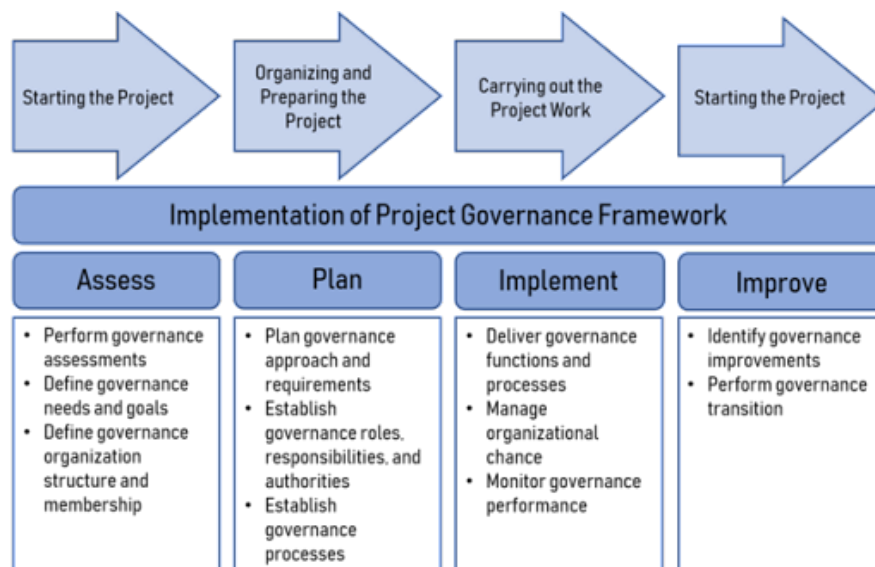


Figure: Governance of Project management

(Sources: http://apppm.man.dtu.dk/index.php/Governance_of_Project_Management)

Communication plan

A communication plan is the part of project management, which delivers the message to potential customers in order to get positive feedback from them. There are five steps of a communication plan which are needed to do business in a better way. The five steps are defining the purpose of the project, The goal of the project, assign roles, define the method used in the

project and lastly Communication events outline the project. The purpose of the PureGym is to run the summer promotion campaign in Abbey Wood Retail Park. The objective and the goal of this project is to open this Gym after the pandemic lockdown in order to reduce the weight of the customers and also to maximize the profit (Esposito *et al.*,2017). The Summer campaign project is done to attract the overweight people who all gained weight during the pandemic situation of the Covid-19. The third step of the Communication Plan is to assign roles to the different managers so that the work is complete in the specified time. The different managers do their different job roles to do the project in a good way. The managers use different methods to accomplish the project in a good way. The flow of communication from top to low level of management shows the frequent flow of information which should be done in order to open a new Gym in Abbey Wood Retail Park

Project Risk Management

Risk management is the tactic that identify the risk and threat associated with the business. Identifying the risk and threat is important for the business without which the business will not flow successfully and effectively. While doing the business of the PureGym the business owner should identify certain risks which may harm the business both from inside and outside. The Gym industry identifies three major risks associated with the business such as business risk, financial risk, and nonbusiness risk. Before setting up the business in the UK, first of all, PureGym should look at the competitors' business because competitors are a big threat to the business (Aulicino *et al.*,2020). The competitors are a big threat to the business as well as a risk to the business management. The competitors may give discounts and cashback facilities to the customer after the pandemic situation. By looking at their tactics PureGym may find a proper way to reduce risk like this competition. The risk may be encountered with the Gyiming

equipment. The students and UWE staff may be hurt if the equipment is not under control. The risk may be encountered by the condition of the machine. The machine should be cleaned or regularly checked to ensure that no one is hurt while using it. The complete maintenance would be done in order to reduce risk. The old machine creates a risk while using it for training purposes. If not clean then visitors or staff may be at risk of using that equipment. Irregularity of the Gym trainer. If the gym trainer is not regular in their work then there might be a risk in the business as well as the reputation of the business. The financial risk is another threat to the Gym business. In this PureGym, Financial support is a major issue to the gym business. Proper salary should be given to the trainers at the proper time. If there is any delay or delay in the salary in the PureGym then they might lose efficient Trainers from their hands (Mwiinga *et al.*,2020). Lack of sponsorship may also create a threat to the business. The restroom and changing room should be cleaned by the staff because it may give disadvantage in the eyes of the customers. If the customer sees that there is any fault inside the gyming sectors then there may be looseness in the business as well as the company's image.

Conclusion and Recommendations

The paper has provided an opportunity to represent a project management plan for PureGym to conduct a marketing campaign in order to attract more customers and improve its facilities. Therefore, the plan has played a vital role in providing guidance to important stakeholders and team members throughout the project phase. This has enabled to identify the desired goal of the project, minimize risks associated with it, and avoid missing the deadlines to deliver the best quality of services to the customers of PureGym and carry out the campaign in a successful manner.

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