Good example of project management essay

Business, Customers

ASSIGN BUSTER

Visual Merchandising Solution in a Food Retail Store

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Visual merchandising has become the integral part of the today's commerce. The PURPOSE of this is evident: visual merchandising solution is the motive power which attracts the customer's attention and increases the sales. Depending on the budget and the targets, the business owner has the variety of the modern options for the visual merchandising PROJECTS. The PROJECT we are talking about is the Visual merchandising solution PROJECT in food retail store.

At the first, INITIATING stage of the PROJECT PHASE the managers have got the understanding of the customer needs. The GOAL of this PROJECT is to develop and implement the unique solution, which can instantly react to all promos and the changes of the price in the store and deliver them to the store clients. The new solution must be integrated into the currently used software and cover the maximum area in all store departments. The PROJECT BUDGET is limited to a certain amount. The PROJECT must be DELIVARAVLE in short terms.

PLANNING the necessary resources and technical possibilities the PROJECT MANAGEMENT team has chosen the following PROJECT strategy: the major part of the PROJECT BUDGET will go for the software development and the rest for the hardware.

A WORK BREAK DOWN STRUCTURE, SCOPE of activities and PERFORMANCE INDICATORS have been confirmed with the customer.

On the EXECUTIVE PHASE of the PROJECT LIFE CYCLE the new software has been integrated and tested, 6 monitors have been placed in the shopping area (one for each department). The new solution MONITORING and CONTROLLING is the ASSAMPTIONS of the specially trained store employees and the technicians.

All PERFORMANCE INDICATORS have been successfully demonstrated to the customer at the CLOSING PROJECT PHASE. The PROJECT OUTPUTS have fully satisfied the store expectations of the visual merchandising solution.