

# Tarp report...project scope

[Business](#)



Project Scope Project Scope The report focuses on No Kurfew Entertainment with an aim of creating a brand, which will have a positive impact on a diversified cultural environment. As such, the project seeks to identify the existing problems of No Kurfew Entertainment. These will act as the basis of formulating the strategies and approaches for developing an effective brand. These problems will also form the basis of the recommendations, which the paper adopts on brand improvement and development. It is known that the No Kurfew Entertainment group is small and diversified, which makes the paper focus on gender imbalance.

As such, the paper addresses the issue of lack of diversity in the group with reference to its functional and cultural skills. Such are the key elements, which hinders the group from achieving success in terms of having diversified projects, as well as having the ability to appeal to people from other cultural backgrounds. The current demographic composition of the group depicts a gap, which needs filling so that the group is not limited to a given clientele. Thus, No Kurfew Entertainment will have the ability of attracting different artists from different cultural backgrounds. No Kurfew Entertainment group has music makers, visual artists, creative writers, photographic and videographic talents. However, these persons have other responsibilities in the group. Thus, it becomes impossible for the individuals to achieve a high level of specialization, which will contribute towards their achievement of success.

Thus, the project is limited to providing solutions and recommendations on how No Kurfew Entertainment group can achieve internal diversity in terms of functional skill and talent. These will ensure that the group has the potential of penetrating the market of entertainment industry in a creative

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manner while sustaining a diverse culture. Such includes supporting the creativity culture, which results in the improvement of the production level of the group.

The provided recommendations are for the No Kurfew Entertainment to consider without being coerced in any issue. This is because the primary focus is the provision of professional consultancy services on how No Kurfew Entertainment can fix its problem of cultural diversity. Nevertheless, the recommendations will contribute in ensuring that the group increases its clientele, promotes brand development, retains and recruits employees, improves the work performance of employees and the productivity level increases significantly.

The provided recommendations do not belong to another business organization in the same industry of entertainment. These are unique for No Kurfew Entertainment. The recommendations are also based only on the issue of cultural diversity in terms of how it influences the business activities of the group, the interaction level of the group with its employees and clients, brand development strategies for the group and work environment of the group. Other issues, which may influence the business activities of the group, are not considered in the provided recommendation. Thus, it is the responsibility of the group management team to focus on developing strategies, which may aid in addressing other issues that influence the business activities of the group in different environments.