

The rolls-royce holdings plc - environmental conservation awareness

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Introduction

The Rolls-Royce Holdings plc is a multinational company which is involved in the manufacture and distribution of power systems throughout the world (Pugh, 2000: 7). The products manufactured by the company include automobile and the automobile parts, which include engines and other body parts of automobiles. In order for the company to gain a substantial market share in the aircraft industry and gain a competitive advantage, the Rolls-Royce Holdings plc has embarked on the manufacture of Rolls-Royce Trent 900, which is a series of turbofan engines, specifically targeted to be the engine of choice for the Airbus A380 family (Rolls-Royce, 2014: n. p. The major characteristic that differentiates the of Rolls-Royce Trent 900 engine, is its enhanced environmental-friendly attributes, which sees the engine deliver the lowest lifetime fuel burn (Wall, 2014: n. p.).

Therefore, environmental conservation awareness is the main drive behind the construction of this engine. In this respect, the project lifecycle will follow a well-defined process that will begin with starting phase of the project lifecycle that will entail the collaboration of the R&D and the marketing teams to define the project objectives. This will be followed by project organizing and preparing, which will share the tasks between the two teams, with the marketing team taking the responsibility for identifying the market needs and conveying the same to the R&D team, while the R&D team will take the responsibility of the actual designing of the engine. This will be followed by the carrying out the work phase of the project lifecycle, where the marketing team will provide the R&D team with the product information

ranging from the appropriate design drawing, the coloring scheme of the engine and the appropriate features such as the size and weight details. On the other hand, the R&D team will be responsible for the analysis of the design of the aircraft engine with minimal noise. After the design analysis, the R&D team shall pass over the product to the marketing team for test marketing and promotion. The full launch of the product will form the closing phase of the project lifecycle. The whole project is estimated to take 3 months from the start to close. The project proposal seeks to develop a whole project engine production lifecycle, where all the necessary tools and concepts will be derived from PMBOK and similarly relevant reading materials.

Conclusion

The project aimed at defining the project lifecycle of the development of Rolls-Royce Trent 900 engine. The essence of the project was to achieve a low noise aircraft engine, which also confers other environmental benefits. The major excellent environmental features of the Rolls-Royce Trent 900 include low fuel burn, reduced noise, reduced emissions that entail the production of the lowest NOx emissions, as well as reduced engine weight. In this respect, the Airbus A380 powered by the Rolls-Royce Trent 900 engine is very quiet, and thus has been able to meet all the necessary noise measures for both the aircraft arrival and the departure requirements. In addition, the engine is designed at high pounds of thrust, indicating that the engine offers a high growth capacity, under circumstances where further aircraft development and expansion may arise. The collaboration of the R&D and the marketing teams has been applied in the whole project lifecycle, to ensure a

comprehensive project lifecycle evaluation. This way, it was possible to achieve the objectives of the project, through well coordinated planning, execution, monitoring and controlling of the project.

References

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