

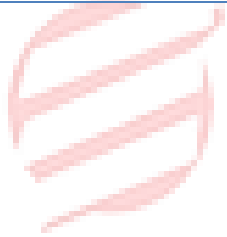
Topic: Project Management

Name:

Student number:

Unit number:

Assessment number:



EssayCorp 5 years ★★★★★

Assessment 1

Part 1

Question 1

Project definition

The main aim of this report is to offer the proposal for targeting Darwin audiences. The proposal will be based on constructing recreational centre that will cater towards all age groups. The business proposal will include the details about a unique concept of theme park that will be combined with resort, amusement park and restaurants. The recreational centre name will be H2Go, that is, it will be an amusement park having an aquatic theme. The amusement park will include water sports, and it will be specialize in sea food (Australian Parks and Recreation, Volumes 29-30 1993). It will also include retails hops that will offer merchandise, aquariums', water animal's pictures, etc.

Outline of the project

Feasibility analysis needs to be done before commencing with the construction of amusement park. The feasibility analysis will include analysis of cost and benefits, such as how the cost will be included and used. The analysis will consider the detailed analysis about the budget by considering the profit/loss statements, projected balance sheets and cash flow (Bolles 2002). While undertaking the analysis of cost benefit, H2Go will try to categorize the same in three parts, such as estimated benefits, potential cost need to be incurred and the difference among the two.

The key cost segregation includes the recreational centre construction that will be categorized into material, men and machinery. The complete budget calculated for the project is given below:

From the total budget, 70% will be used in buying the land for the purpose of recreational centre construction in Australia.

From the remaining budget, 20% will be used for purchasing the relevant machinery that will be used while constructing recreational centre.

From the remaining budget, 10% will be used by the officials in order to train the staff people who are interested in taking care of complete recreational centre.

Beginning and finish dates

Starting of project	24 th February 2016
Market research for feasibility	26 th February 2016
Gathering information	28 th February 2016
Meeting fix up with owner	1 st March 2016
Project design	3 rd March 2016
Project Execution	4 th April 2016
Financial estimation of project	4 th July 2016
Marketing	6 th August 2016
Controlling	11 th August 2016
Project closure	17 th August 2016

Ownership

Below is the list of people involved in the managing the project:

- Project Sponsor
- Management Partner
- General Constructor
- Financial Consultants
- Activities and Entrainment Consultants
- Employees Consultants
- Treasurer
- Media and promotion manager
- Public Relations Officer
- Other Agencies like, legal, planning and design, auditing, insurance, and banking

Final Results

Project successful completion can be undertaken through offering competitive edge to the recreational centre. H2Go will received competitive edge by considering the visitors and location. There are certain areas that need to be considered such as, food, innovative design, exiting environment, ambience, entertainment, sports, wide range of activities, and high profit level.

Marketing Strategy

The company will adopt 4P's of marketing strategy, in which price need to be competitive (Bolles 2002). It is important to list the price along with material like, slides, merchandise, water sports, and food cost. For example, cost of retail shop will be \$9.50 per each

item, restaurant dining cost \$3.75 per person, and sports cost \$15. The promotion will be done through word of mouth, and positioning of message should be done among targeted audiences.

Sales Strategy

Sales strategy of the company should be made to please the customers. The best technology adopted by the company will be to provide services that could pose the quality of food and great ambience at affordable prices.

Question 2

Planning and controlling is the two different management functions that are linked with each other. The scope of both the functions of management is to overlap each other. But without any proper planning, controlling scope is of no use. Therefore, planning and controlling is significant. The relationship among the two is given below:

- Planning and controlling are important management functions
- Planning tries to proceed controlling
- Planning and controlling are two inseparable management functions
- Planning and controlling are important parts of the company that is required in smooth enterprise functioning.

The tools that assist the manager in controlling and planning of activities are mentioned below:

Skills of project management are needed by the manager in order to make the project successful.

There are different methods that should be used for planning and controlling the activities. The three key tools used by the project manager are mentioned below:

Gantt Chart- It will help managers in preparing the budget and then communicating the plan.

Fishbone diagrams- it will offer cause and effect relationship in the given environment. It will be applied in initial planning stage of the project.

Critical path analysis- this process will support in managing the complete enterprise process. It refers to PERT Model that offers specialized method in exploring different activities.

Question 3

Project involves five stages that are given below:

Initiation-the beginning step in project management implies the initiation stage that gives the idea what has to be done. In this stage stakeholders are also identified, these are the people who are impacted by the launch of project. In this stage project charter document is prepared.

Planning- the next step is related with planning. In this stage, project team is formulated that supports in completing the project within the set time limit. The team is categorizing into two parts, such a score team and the other one is part time. In this stage detailed plan of project management is formulated for ensuring the successful completion of project (Knutson and Bitz 1991). Cost estimation and budget formulation is done that supports the management in having an idea about failure or success of the project.

Execution- In this stage execution process begins for the project. This stage includes many people on the project and includes high cost. The communication strategies are used for making stakeholders aware about the project completion.

Controlling and monitoring- once the project gets executed, it is monitored and controlled. These activities are practised and it supports in accomplishing the activities within the set time frame.

Controlling supports in viewing whether the planned activities are accomplished through the planned actions (Knutson and Bitz 1991).

Closing- It's the last step of the project. This stage ensures that there is clear cut should be developed, in which the project should be attained.

Question 4

There are certain recommendations and these are formed due to few reasons:

Firstly, the person working in the company and on the post of project manager is from last 10 years. This depicts its loyalty, stability and honesty towards the company.

Next is that project manager capability towards learning and taking the responsibility implies the key reasons for the project manager selection.

Thirdly, the candidate suggested for the post of project manager should be working in production department from last 10 years. Therefore, it would be an easy task to train them.

Fourthly, the training cost of the existing person need to be less as compared with hiring of new employee (Cusumano and Nobeoka 1998).

Lastly, the reason behind accepting the recommendations provided by the general manager would be that the person accepted by the company and it has the experience of 10 years will have the good knowledge about different ways of working.

Part 2

Activity	Preceding Activity	Duration (months)	Cost (\$000's)
A	-	1	20
B	A	5	45
C	A	2	30
D	B	4	52
E	C	2	40
F	D	4	56
G	D,E	3	36
H	F	2	30
I	G,H	4	60

Question 1

A. The activities of critical path

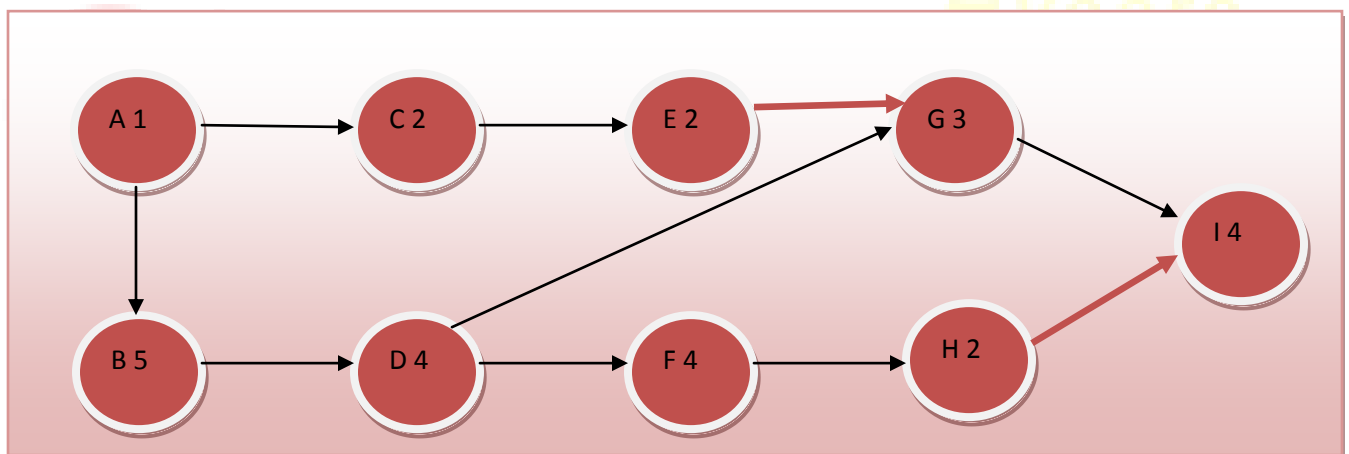
Below are the activities that will be included in critical path during the construction of loading dock:

- A. Planning
- B. Sloped pit excavation
- C. Signage and lightning clearance

- D. Concrete block for forming slop
- E. Construction of Slope
- F. Loading dock extension from the building
- G. Ramp Adjustment
- H. Door installation
- I. Sliding door use

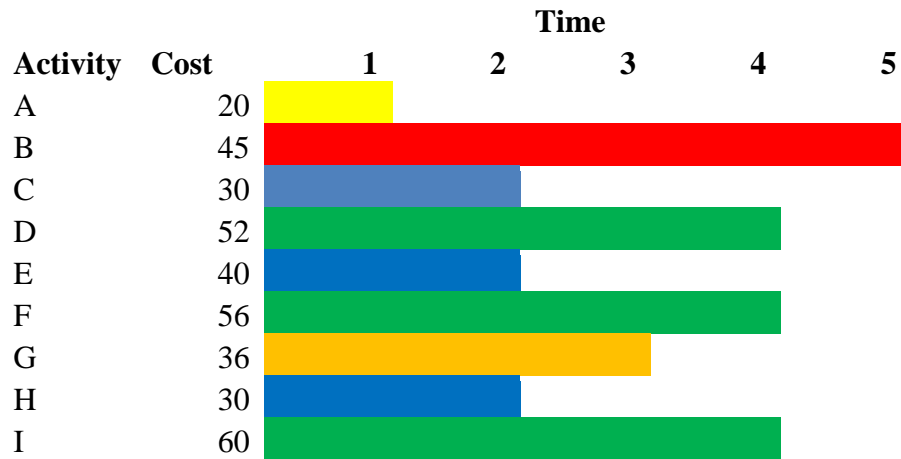
B. Duration of critical path

Network Diagram



Question 2

Gantt chart depicting cash flow



Assessment 2

A. Project Scoping Report

Project Scope	
Project Information (Please complete all)	
Project Sponsor	Project Name: Project Management
Sponsoring Department/Client: Public and private departments	
Project Leader:	
Scope the project <ul style="list-style-type: none"> • Examining the requirements and demand of such type of project • Broad analysis of the project components and concepts • Pre-feasibility analysis for developing sports, recreational centre and leisure activities on the basis of PPP Model • Preparing the preliminary project finances through the sensitivity analysis on the business key performance parameters and pre-feasibility analysis of the project financial assessment • Preliminary recommendations about the project structure, and framework of 	

project development

- Basic list about the critical needs to set up project such as clearance, list of government approval and various other support needs.

Description of the project

The project will be based on constructing recreation centre that will cater to all age groups. This business will be based on the concept of theme park that will be related with amusement park, resort and a restaurant. This park will include the aquatic theme and will even cater to water sports, and aquatic life (Leigh 2005). The recreational centre will try to endeavor towards the increase in sports activities in Darwin and will try to invite more sports person to make use of finest infrastructure.

Identify the strategic objectives at which relate to this project

- The objective of this project is to determine the market potential along with feasibility of recreation centre, sports and leisure that will be done on the basis of business plan and analysis of economic impact that supports in funding the project.
- Ascertain the magnitude scale of the project
- Assess the potential of project market demand
- Analyze the relevant sites for the facility, including the co-located facilities
- Calculate the community economic benefit
- Quantify the operating income that will be generated from this project
- Planning action for initiating the project development stages

Identify the main target audience: The company will target all age group of people, as it provides various activities and recreational services to every person. The target audiences will be from Darwin.

What are the intended outcomes/deliverables of the project?

The project could be accomplished through offering competitive edge to the recreational centre that will be newly constructed. The competitive edge will be based on number of visitors and location (Leigh 2005). The results of the project will be based on the facilities provided to the customers like, design, ambience, and source of entertainment, offered games, high level of profits, environment, and activities offered to all age group.

What are the particular aspects of the project?

The main aspect of the project is its efficient team that includes experienced people, who had an experience of more than 10 years.

Other comments

Proposed project timeline

Dates/Time

Notes

Project lifespan: include dates or total time required for completion	8 months	
Phase 1: Scoping and feasibility	6 week	In this stage stakeholders will be identified, and project charter document will be prepared
Phase 2: Planning	5 week	In this stage, project team is formulated In this stage detailed plan of project management is formulated for ensuring the successful completion of project. Cost estimation and budget formulation is done.
Phase 3: Implementation	7 week	This stage includes many people on the project and includes high cost. The communication strategies are used for making stakeholders aware about the project completion.
Phase 4: Evaluation	5 week	Once the project gets executed, it is monitored and controlled. These activities are practised and it supports in accomplishing the activities within the set time frame.
Proposed budget		

Detail proposed budget or financial constraints for the project

Particulars	Amount
CASH RECEIVED	
Cash through operations	
Cash Sales	811109
<i>Subtotal cash through operations</i>	<i>811109---(1)</i>
EXPENDITURE	
Expenditure through operations	
Cash Spent	388000
Bill Paid	218736
<i>Subtotal cash spent on operations</i>	<i>606736---(2)</i>
Additional Cash Spent	
Current Borrowing	19640
Liabilities for long term	8385
	28025---(3)
<i>Subtotal cash spent---(2+3)</i>	<i>634761---(4)</i>
Net Cash Flow----(1-4)	176348

Scope signoff

This scope has been approved by:

Project Sponsor

Department:

Date ____/____/____

B. Scoping Report

Introduction

Missions- the mission of the company is to promote the recreational centre on Darwin and offer international quality facilities that could attract global tourist.

Goals- The goal of this project is to determine the market potential along with feasibility of recreation centre, sports and leisure that will be done on the basis of business plan and analysis of economic impact that supports in funding the project.

Core operations- it will have resort, amusement park that will be build on the aquatic theme. It also includes restaurants, water sports, and sea food

Definition of the scope of the project

- Examining the requirements and demand of project
- Broad analysis of the project components and concepts
- Pre-feasibility analysis for developing sports, recreational centre and leisure activities on the basis of PPP Model
- Preparing the preliminary project finances through the sensitivity analysis on the business key performance parameters and pre-feasibility analysis of the project financial assessment (Chappell 1996)
- Preliminary recommendations about the project structure, and framework of project development
- Basic list about the critical needs to set up project such as clearance, list of government approval and various other support needs.

Identification of the stakeholders in the project

The main stakeholders for developing the project of building recreational centre in Darwin are:

- Project Sponsor- Youth and old age department, and government of Darwin
- Nodal department- Sports development/ department of urban development
- Facilitating department- department of infrastructure development
- Sports authority of Darwin
- Youth service centre department
- Darwin sports association

Identification and explanation of the issues/limits/constraints for the project

Below are few issues that might occur during developing recreational centre:

- Maintaining the core intent and project essence
- Setting up co-ordination between the related departments that will be responsible for constructing the facility
- During explaining the responsibilities and role specifically for every related department in order to avoid the conflict of interest
- Motivating colleges and school to make use of facility at low cost
- Minimum issues of development obligation to be addressed while preparing stage of concession agreement (Callahan, Stetz and Brooks 2011)
- Inspection of location and key stakeholders review

Identification and explanation of the assumptions of the project

It is assumed that the construction period will be of three years, and the total area available for the sports zone will be 57.45 hectares. It is also assumed that total area available for the entertainment zone will be 3.24 hectares. The concession period will be of 15 years.

Risks associated with the project

Development and design risk- this risk is viewed to be mitigated through designs that are finalized as per the sports utility facility and user profile.

Risk of construction- Effective authorisation agreement clauses, handling sites and ensuring timely clearance are few ways of reducing risk.

Revenue risk- this risk occurs through previous and future competition, facilities management and using space effectively (Callahan, Stetz and Brooks 2011).

Political risk- it could be reduced through effective insurance and legal documentation

Environmental risk- it considers the project size and parameters of design mainly considered in project that should be environment friendly to highest possible extent, this risk could be envisaged.

Specification of initial timelines

- Demand analysis for different sports
- Examining requirement and project demand
- Overview of project concept
- Pre-feasibility study for recreational centre on PPP model

- Preparing preliminary project financials by doing sensitivity analysis on main performance parameters
- Recommendations on project structure, and development framework
- Initial list of main needs for setting up project, such as list of government approval

Representation of task allocations

- Sports segment and region secondary research and analysis
- Primary study including project feasible location
- Interaction with stakeholders and project end users like sports infrastructure developers, retail chains, etc
- Interacting with department officials
- Collection of information and co-ordination from GoK departments for carrying out the project
- Preparing the preliminary financial model for doing financial assessment on main business drivers (Nagarajan 2004)
- Preparing pre-feasibility study
- Presenting salient features of pre-feasibility study
- Submitting final report of pre-feasibility study

Explanation of the relationship of the project to other projects within the organisation

The project is related with the development of the Darwin area and attracting other project, so that more facilities could be provided to the people (Lester 2013). Other projects can include residential projects, offices, etc.

Estimation and explanation of costs, resources requirements, quality assurance and other relevant factors

Cost

Cost of project	Amount
Golf course cost	\$18000
Tennis Academy cost	\$42540
Shops	\$17563
Land development field cost	\$45300
Skating	\$40000
Go Carting	\$70000
Food Court	\$87820
Parking	0.00
Health Spa	\$10000
Aquatic Reef	\$75000
Total	466763

For quality assurance the company will conduct ISO9001.

The impact of relevant legislation on the project

It will involve certain environmental laws, in order to check whether this project has no harm on the environment and aquatic life.

Methods by which the degree of success of the project will be measured

The success of the project will be based on the facilities provided to the customers like, design, ambience, and source of entertainment, offered games, high level of profits, environment, and activities offered to all age group (Nagarajan 2004).

Conclusions and recommendations

As per the study that includes significant financial analysis of the estimated construction and operational and management cost of the project along with projection of revenue cash flow, it is highly recommended that the project is highly viable as per PPP basis and maintaining the land is offered at no cost to the developers.



References

Australian Parks and Recreation, Volumes 29-30. 1993. *Australian Institute of Parks and Recreation*. University of Minnesota

Bolles, D. 2002. *Building Project Management Centers of Excellence*. AMACOM Div American Mgmt Assn.

Callahan, K. R., Stetz, G. S., and Brooks, L. M. 2011. *Project Management Accounting: Budgeting, Tracking, and Reporting Costs and Profitability*. John Wiley & Sons

Chappell, D. 1996. *Report Writing for Architects and Project Managers*. Wiley.

Cusumano, M. A., and Nobeoka, K. 1998. *Thinking Beyond Lean: How Multi-project Management is Transforming Product Development at Toyota and Other Companies*.

Simon and Schuster

Knutson, J., and Bitz, I. 1991. *Project Management: How to Plan and Manage Successful Projects*. AMACOM Div American Mgmt Assn.

Leigh, E. 2005. *Navan Centre: Eighth Report of Session 2005-06; Report, Together with Formal Minutes, Oral and Written Evidence*. Great Britain. Parliament House of Commons.

Committee of Public Accounts. The Stationery Office

Lester, A. 2013. *Project Management, Planning and Control: Managing Engineering, Construction and Manufacturing Projects to PMI, APM and BSI Standards*. Butterworth-Heinemann

Nagarajan, K. 2004. *Project Management*. New Age International