SGU’s Project Management Course – Spring 2008

CLUB HAPPY TIMERS
LIME @ The Brewery Car Park
THURSDAY MARCH 27TH
GROUP MEMBERS

• Michelle deGannes
• Barrymore McBarnette
• Andris Douglas
• Randolph Augustine
• Lawrence Layne
• Boyd Embleton
PROJECT ORGANIZING

• PROJECT DEFINED
  • PROJECT PROPOSAL
  • PROJECT LEADER APPOINTED
  • COMPILED WORK BREAKDOWN STRUCTURE

• PROJECT PLANNING
  • BRAINSTORMING OF POTENTIAL RISKS ASSOCIATED WITH PROJECT
  • COMPILING OF RISK ASSESSMENT
  • EVALUATION OF RISK RESPONSE (CONTINGENCIES)

• EXECUTING OF PROJECT
• DELIVERED (Had Plenty Fun!).
  • ANALYSIS OF PROJECT
Synopsis: the objective of the project was to generate revenue, as much as possible from a budget of EC$ 400.00. Whereby the proceeds goes in aid of a charity – *St. Martin Home for the Aged*. The project entailed having a Lime where the patrons had a choice of a wide array of drinks and different Bar-b-cue meats to choose from.
# RESPONSIBILITY MATRIX

<table>
<thead>
<tr>
<th>Task</th>
<th>MG</th>
<th>AD</th>
<th>RA</th>
<th>BM</th>
<th>LL</th>
<th>BE</th>
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<tbody>
<tr>
<td>Liquor License</td>
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<td>Music Permission</td>
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<td>Secure Sponsorship</td>
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<td>Organize Drinks</td>
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<td>Venue Permission</td>
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<td>Radio Ads</td>
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<td>Secure BBQ Meats</td>
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<td>Secure person to do BBQ</td>
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<td>Ensure Tents Installed</td>
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<td>Uplift Ice</td>
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<td>Music System for Event</td>
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<td>Sell at Event</td>
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<td>Clean-up Site after Event</td>
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Project Team:
- MG – Michelle deGannes, AD – Andris Douglas, RA – Randy Augustine, BM – Barrymore McBarnette,
- LL – Lawrence Layne, BE – Boyd Embleton,
- R – Responsible, S – Supports/Assists
IMPACT OF PROJECT ON OBJECTIVES

• Our Project had a positive outcome. That is, over $1,700.00 was generated, ensuring a mostly like scenario was achieved.

• Project Management Principles were used especially in the planning and execution of our project.

• Team work was instrumental in attaining project goals and at the same time we had plenty FUN.
IMPLEMENTATION ACTIVITIES

• Adhering to our Responsibility Matrix.
• Following our Risk Response Plan.
• Ensuring patrons had a GOOD TIME.
Analysis of Challenges & Responses.

• **CHALLENGES**
  1. Timing of event - it was not a weekend or month-end.
  2. Liquor license approval.
  3. Continuous support from team members.
  4. Inadequate advertising
  5. Improper security
  6. Activity Creep

• **RESPONSES**
  1. Using social connection as well as good marketing strategy and creative advertising.
  2. Worked under the Brewery’s “umbrella”.
  3. Motivation – Reminders of goal to be achieved.
  4. Innovative, even doing some “Ambush” marketing and seeking Sponsors’ support.
  5. Being extra vigilant.
  6. Adhering to the project scope.
Analysis of Objective

• Budget Outlay
  = EC$ 400.00

• Funds generated
  = EC$ 3,846.75 (Drinks) +
    EC$ 579.95 (BBQ)
  = EC$ 4,426.70

• Expenses
• = EC$ 454.17 + Drinks Cost

• Profit = Approximately
  $ 1,700.00 at present (this figure will increase since the Brewery’s Management has committed to make a tangible donation).
Effective Project Management

• Assigning a Project Leader Early.
• Compiling the Work Breakdown Structure
• Strategic Use of Social Capital (Partnership with the Brewery)
• Risks Management
• Team Work
• Controlling Scope Creep
Ineffective Project Management

- Inadequate Advertising
- Failure to aggressively pursue additional sponsors
- WBS was not thorough
Lessons Learnt for Managing Projects

- Always have a detailed Work Breakdown Structure, take nothing for granted.
- Have Contingencies in place, especially for critical tasks.
- TEAM – Together Everyone Achieves More
END

THANK YOU