

Project description

Marketing

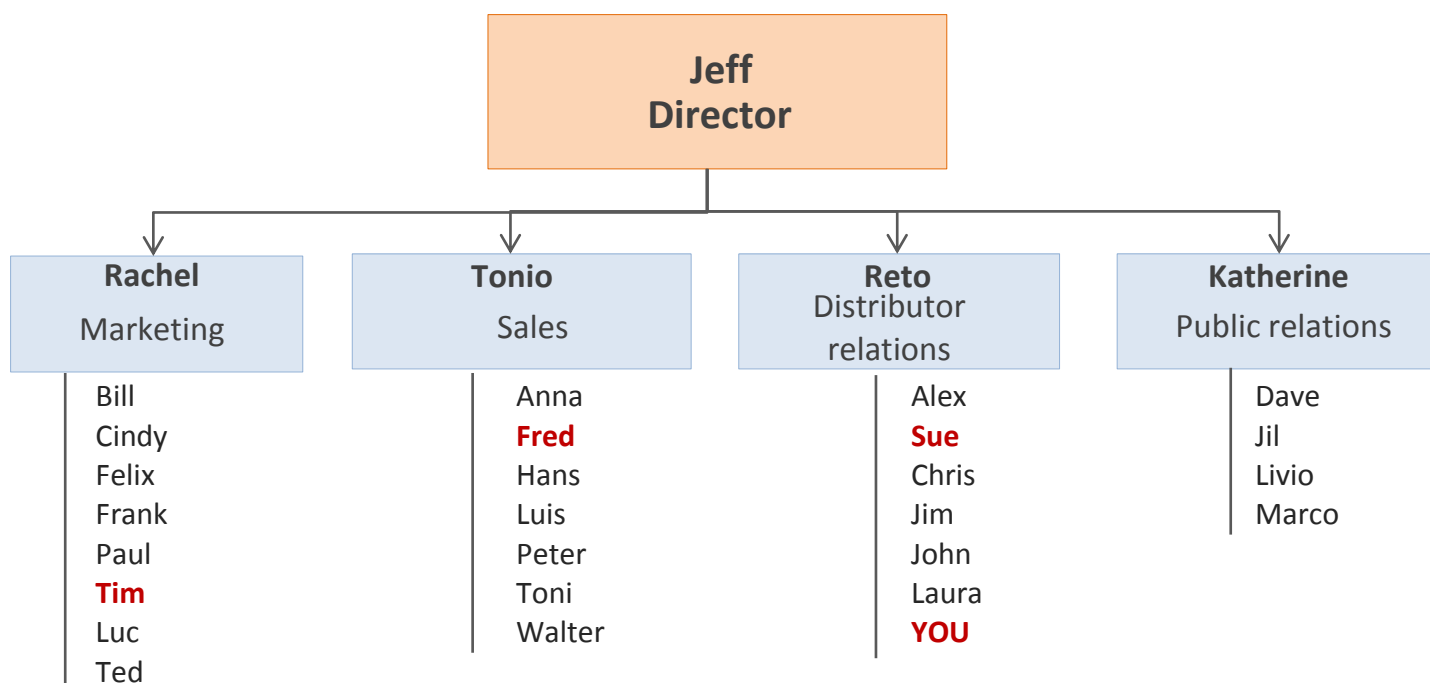


SimulTrain

Project description

Project name	Launch of an All-in-One Smartphone
Estimated duration	11 weeks
Milestone	<ul style="list-style-type: none">– Definition of the product launch strategy– Definition of the advertising strategy– Feedback on distribution– Launch
Team	<ul style="list-style-type: none">– Sue, Fred and Tim– Other people as necessary
Description	Your company has devised a new, All-in-One Smartphone. This high-performance appliance includes many innovative features, making it very attractive for consumers on-the-go and those who enjoy new technologies. The product conception is almost finished and its launch to market must now be prepared. For this project, tentative specifications have been written, including a list of activities, a budget, and the time required.

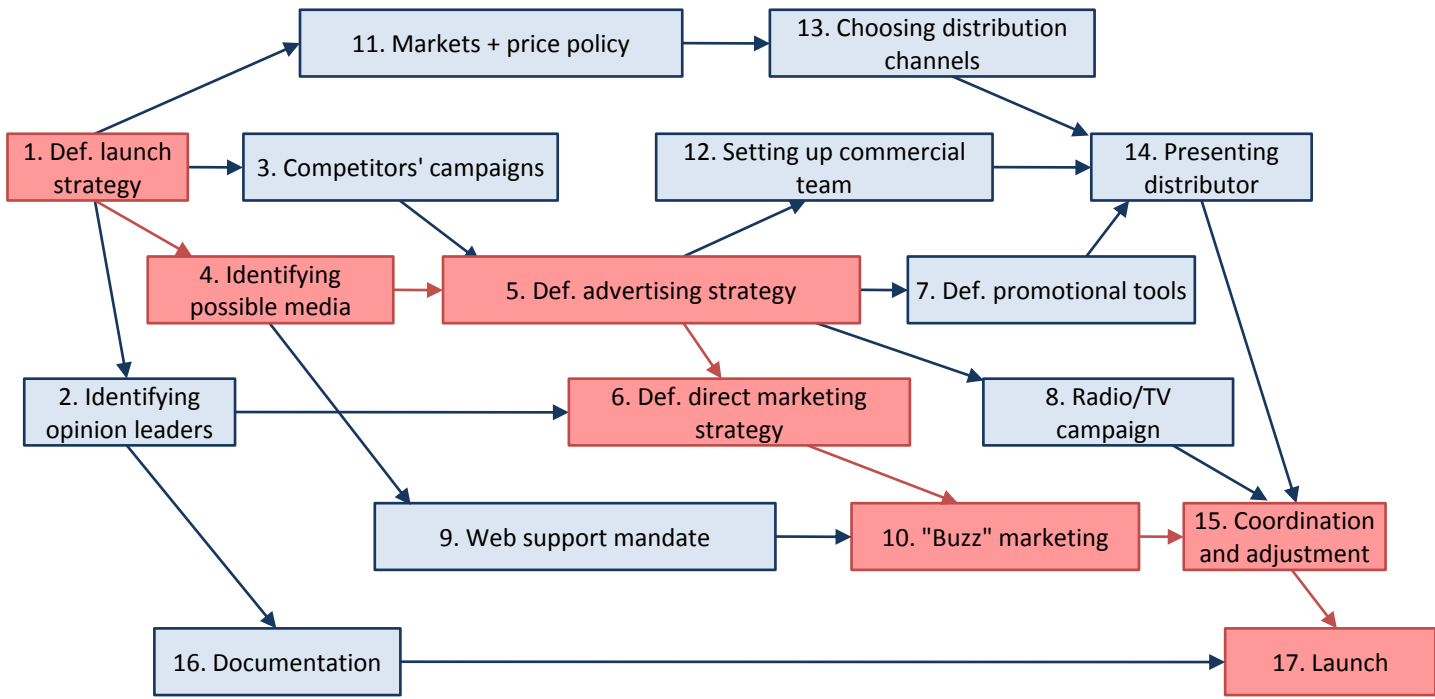
Organization Chart



	Project activities	Number of people	Estimated duration (days)	Depends on previous activities	Required skills				
					Marketing	Sales	Public relations	Advertisement	Audiovisual arts
1	Def. launch strategy	2	5	—	4	3	3	1	
2	Identifying opinion leaders	1	7	1	1		5		
3	Competitors' campaigns	2	10	1	4	2		4	1
4	Identifying possible media	2	12	1	5			5	
5	Def. advertising strategy	2	8	3, 4	3	2		4	1
6	Def. direct marketing strategy	2	13	2, 5	4	2	3		1
7	Def. promotional tools	4	15	5	3	2		2	3
8	Radio/TV campaign	3	14	5	4			4	3
9	Web support mandate	3	5	4	3		4	1	1
10	"Buzz" marketing	1	10	6, 9	3	1	4	1	
11	Markets + price policy	2	11	1	4	5		1	
12	Setting up commercial team	3	6	5	2	4	1		
13	Choosing distribution channels	4	11	11	3	4	1		
14	Presenting distributor support	1	5	7, 12, 13	2	2	3	1	1
15	Coordination and adjustment	3	3	8, 10, 14	4	2	2	1	
16	Documentation	1	22	2	3	2	2	1	
17	Launch	4	2	15, 16	4	2	3	1	

Resources	Hourly rate	Availability for the project	Available from week	Skills				
				Marketing	Sales	Public relations	Advertisement	Audiovisual arts
Alex	86	100%	4	3	1	2	2	
Anna	160	100%	2	6	5	6	3	
Bill	102	100%	4	3	2	4		2
Cindy	87	80%	3	2	3	3		
Felix	89	100%	6	1		4		1
Fred	89	90%	1	2	4	2		
Hans	135	80%	2	6	3	5	2	
John	125	100%	3	4	6	5		
Livio	97	100%	2	1	1		4	6
Luc	70	70%	3	2		4		
Marco	89	100%	3	1			5	5
Paul	175	100%	4	5	5	6	3	1
Peter	128	80%	2	6	4	4	1	
Sue	151	80%	1	5	3	4	5	3
Ted	58	100%	3	3		3		
Tim	97	100%	1	2		4	3	

Activity Network



Gantt Diagram

