



Bahria University Lahore Campus

MS (PM) -2

PROJECT PLANNING SCHEDULING AND TIME MANAGEMENT

Project: La.com.pk



Submitted To:

Sir Shawaz Baloach

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Project

LA (Life's Awesome)

An Online Decoration Store : Best in Town

Vision Statement:

To Become Pakistan's Biggest Online Interior Decoration Store.

Mission Statement:

Our Mission is to deliver quality products and services to our customers, which ultimately makes them satisfied. By the end of 2016 we must be having at-least 500 Online Orders. Including Deliverable items OR in the form of services.

Strategy:

Our Organizational Strategies are as follow:

- Adding Quality products in our Product Line
- Timely Delivering of Items
- Ensuring After sales Services
- Effective Marketing through face book, Watsapp, and through Other 3rd Person
- Organizations
- And Developing and strengthening business relationships with builders



Project Charter

Project Title

an Online Decoration Store: Best in Town

Group Members

- Abdur Rehman Mughal
- Muhammad Usman ali
- Hafiz Faizan Rasool
- Abdul Rehman

Business Case

The "Life's Awesome" is an Online Home Decoration Store, with the aim of decorating citizen's interiors in a unique way. Online Shopping trend is rising in Pakistan as per a research. At one side, Online Mega stores have already strengthen their roots in Pakistani Markets, whereas at other side, they left much room for new entries in niche markets. And it's the reason, why; we choose a specialized store for Home Decoration by observing a relatively bigger gap in demand and supply.

Sponsors

Abdur Rehman Mughal

Project Scope

To develop an Online Decoration Store which would be a platform to deliver Decorative Items and valued services in Pakistan

Project Objectives

Project's Objectives are:

- Making Homes and Offices Decorative.
- Building Brand Loyalty (Life's Awesome)
- Achieving 99% Customer Satisfaction.
- Learning: How to tackle stakeholders effectively, by making the project an ultimate success.

Milestones:

1. Developing Website
2. Developing Content
3. Content Writing



4. Maintaining Inventory Level
5. Making Operations Effective.

Stakeholders

- Primary: Mr Owner.
- Secondary: Buyers, Pakistani Citizens
- Key Stake Holders: Group Members.

Project's Constraints

Time:

3 Months

Cost:

Rs 300,000

Budget:

Budget settled for the project is Rs 2 Lakh

This budget has been approved by sponsor(s) by considering three major Cost heads

1. Website Development and advancement
2. Procurement (purchasing of raw material)
3. Online Marketing Expense (La.com.pk)

High Level Risks Involved

Major Identified Initial Risks are:

- Quality Material availability at minimum costing
- Tackling Stakeholder's influences.
- Fixing Team liaisons
- Ensuring after sales services successful
- Resource allocation
- Time

Pre-Assigned Team

Project Manager: Abdur Rehman Mughal

Faizan Rasool: Vendors Selection and Negotiations Expert

Usman Ali. : Technology Consultant

Abdul Rehman: Operation Manager