**Project Management Plan**

**Outline Example for a**

**New Product Launch**

**Campus Stride**

PROJECT MANAGEMENT PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

00/00/0000

| VERSION HISTORY |
| --- |
| VERSION | APPROVED BY | REVISION DATE | DESCRIPTION OF CHANGE | AUTHOR |
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| **PREPARED BY** |  | **TITLE** |  | **DATE** |  |
| **APPROVED BY** |  | **TITLE** |  | **DATE** |  |

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[Template provides a basic outline for a project management plan. Add, delete, rearrange, or adapt the included sections, tables, and calendar as necessary to meet the needs of your organization and project. You can also briefly introduce plans in each section and then link or attach a larger document.]

# EXECUTIVE SUMMARY

Use the project charter to summarize the purpose of the project. Detail goals and objectives.

|  |
| --- |
| The primary project goal is to successfully introduce an innovative unisex sneaker into the market, capturing the attention and loyalty of the target audience. Through a blend of creativity, market insight, and operational excellence, the project aims to establish the new sneaker as a must-have accessory on West Coast college campuses. Key objectives include meticulous product design to ensure it meets college athletes' functional and aesthetic preferences, strategic marketing initiatives to create buzz and drive sales, and efficient supply chain management to meet demand and ensure timely delivery to retailers. |

# PROJECT MANAGEMENT APPROACH AND GOVERNANCE

Describe the management approach for the project, or link to a governance plan. Detail roles and responsibilities of project team members. List any vendors or other organizations that will provide resources for the project. The governance section may also include assumptions and constraints.

|  |
| --- |
| The management approach for the launch of the new unisex sneaker involves a collaborative and agile strategy aimed at maximizing efficiency, innovation, and stakeholder satisfaction. This approach emphasizes clear communication, strong leadership, and adaptive decision-making throughout the project lifecycle.**Project Manager**: Alex Johnson**Product Designer**: Emily Chen**Marketing Manager**: Ryan Patel**Supply Chain Coordinator**: Sarah Rodriguez**Sales Representative**: Michael Thompson**Brand Strategist**: Olivia Lee |

## PROJECT SCOPE

Refer to the project charter to define the project scope, or link to the scope of work document. Defining the limits of scope will aid focus and prevent scope creep. If you are a vendor or contractor, refer to the statement of work.

|  |
| --- |
| Link to the project charter or scope of work document. |

## DELIVERABLES

Specify the deliverables or outcomes for the project.

|  |
| --- |
| 1. **Product Prototype**: A physical prototype or mock-up of the new unisex sneaker showcasing its design, features, and functionality.
2. **Branding and Marketing Materials**: This includes branding assets such as logos, brand guidelines, packaging designs, and marketing collateral such as advertisements, social media content, and promotional videos.
3. **Manufacturing Specifications**: Detailed specifications outlining materials, colors, sizes, and manufacturing processes required for producing the sneaker at scale.
4. **Retail Partnerships and Distribution Agreements**: Documentation of partnerships with retail stores, online platforms, and campus stores where the sneaker will be sold. This includes agreements outlining terms of sale, distribution logistics, and marketing support provided by each partner.
 |

## WORK BREAKDOWN STRUCTURE (WBS)

Discuss how the work breakdown structure will be used to complete the project, and link to the WBS document and WBS dictionary, which detail the work packages or tasks for the project.

|  |
| --- |
| Link to the WBS document. |

## STAKEHOLDER ANALYSIS

Describe how the stakeholders were identified and how they will impact and be impacted by the project. If you use a stakeholder analysis matrix, attach it here.

|  |
| --- |
| 1. **Internal Stakeholders**:
	* **Executive Leadership**: Including the CEO, CFO, and other top executives who provide strategic direction and financial resources for the project. They impact the project by setting overall goals, allocating budget, and approving major decisions.
	* **Product Development Team**: Comprising designers, engineers, and product managers responsible for creating and refining the sneaker. They help shape the product's features, performance, and aesthetics.
	* **Marketing Team**: Responsible for crafting branding strategies, promotional campaigns, and communication plans to generate interest and drive sales of the sneaker. They directly impact the market reception and success of the product launch.
	* **Sales Team**: Engaging in building relationships with retailers, managing distribution channels, and driving sales targets. They influence the product's market penetration and revenue generation.
	* **Supply Chain and Logistics Team**: Ensuring timely sourcing of materials, efficient manufacturing processes, and seamless delivery of the sneaker to retailers. They impact the project by managing production timelines, inventory levels, and distribution logistics.
2. **External Stakeholders**:
	* **Customers (West Coast College Students)**: The primary target demographic. Their preferences, feedback, and purchasing behavior directly influence the success of the product in the market.
	* **Retail Partners**: Including brick-and-mortar stores, online retailers, and campus stores where the sneaker will be sold. Their support and cooperation are essential for achieving widespread distribution and visibility.
	* **Suppliers and Manufacturers**: Providing raw materials, components, and production facilities for manufacturing. Their reliability, quality standards, and capacity impact the project's timeline, cost, and product quality.
	* **Industry Partners and Influencers**: Collaborating with brands, athletes, fashion influencers, and media outlets to amplify the brand's reach and credibility. Their endorsement and support can significantly boost the sneaker's visibility and desirability among the target audience.
 |

## SCHEDULE BASELINE

Provide the schedule baseline so that you can gauge progress.

|  |
| --- |
| **Phase 1: Planning and Preparation*** Weeks 1-2: Conduct market research and analysis
* Weeks 3-4: Develop project scope, objectives, and deliverables
* Weeks 5-6: Establish project team, roles, and responsibilities
* Weeks 7-8: Create initial product design concepts and branding strategies

**Phase 2: Product Development*** Weeks 9-12: Prototype development and testing
* Weeks 13-16: Refinement of design based on feedback
* Weeks 17-20: Finalize product specifications and manufacturing plans

**Phase 3: Marketing and Promotion*** Weeks 21-22: Develop marketing collateral and promotional materials
* Weeks 23-26: Launch marketing campaigns and social media initiatives
* Weeks 27-28: Coordinate press releases and media outreach

**Phase 4: Sales and Distribution*** Weeks 29-30: Secure retail partnerships and distribution channels
* Weeks 31-32: Pre-launch sales training and promotional events
* Week 33: Official launch of the sneaker in retail stores and online platforms

**Phase 5: Post-Launch Evaluation*** Weeks 34-36: Monitor sales performance and customer feedback
* Weeks 37-38: Conduct post-launch reviews and lessons learned sessions
* Weeks 39-40: Implement refinements and adjustments based on evaluation results
 |

## MILESTONE LIST

Summarize the major milestones. Then, list each milestone and its date. Describe how to update any changes to the schedule and milestones and how to communicate those changes.

|  |  |  |
| --- | --- | --- |
| MILESTONE | DESCRIPTION | DATE |
| Prototype Approval  | Stakeholder consensus that the design meets the established criteria for aesthetics, functionality, and brand identity |  |
| Retail Distribution | Successful distribution and availability of the new sneaker in retail stores, online platforms, and campus stores |  |

## CHANGE MANAGEMENT PLAN

Describe the change control process or link to a separate document. Describe who can submit changes, who approves changes, and how changes are communicated and tracked. If your organization has a standing process or a change control board, refer to any existing documentation.

|  |
| --- |
| Any changes to the project scope will undergo a formal change management process, including evaluation, approval, and implementation.Link to the change management plan. |

## PROJECT SCOPE MANAGEMENT PLAN

Detail who has the authority to manage project scope, how scope will be measured, and who will approve the final project.

|  |
| --- |
| The project manager and senior executives will manage the project scope.Scope will be measured using a combination of metrics and criteria defined during the project planning phase, including the features and functionalities of the shoe, the target market segment, production timelines, and budget constraints. Regular scope reviews and assessments will be conducted throughout the project to make sure objectives and expectations are aligned. Senior management and product owners will approve the final project. Approval will be based on the successful completion of project deliverables, adherence to scope requirements, and alignment with strategic objectives. |

## KEY PERFORMANCE INDICATORS (KPIs)

|  |  |  |
| --- | --- | --- |
| ID | KPI | Goal |
| 1 | Percentage of milestones met on time in the prototype development phase | Achieve 100% of prototype development milestones by the planned deadlines |
| 2 | Engagement rate on marketing campaigns (social media likes, shares, comments, and video views) | Attain a 15% engagement rate across all social media platforms and promotional videos |
| 3 | The accuracy and completeness of manufacturing specifications delivered by the deadline | Ensure 100% of manufacturing specifications are accurate, complete, and delivered on time |
| 4 | Number of signed retail and distribution agreements | Secure agreements with at least 5 retail partners and online platforms within the project timeline |

# COMMUNICATION MANAGEMENT PLAN

A communication plan defines who needs information and updates on the project, what information they need, how frequently those people must be updated, and how they will be updated. A communication management plan is often used in tandem with a stakeholder list. Outline the plan here or link to a separate document.

|  |  |  |  |
| --- | --- | --- | --- |
| NAME | TITLE | EMAIL | OFFICE PHONE |
| Sarah Johnson  | Senior Executive  | sjohnson@email.com |  |
| Alex Johnson | Product Manager  | ajohnson@email.com |  |
| Emily Chen | Product Designer  | echen@email.com |  |
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| --- | --- | --- | --- | --- | --- |
| COMMUNICATION TYPE | DESCRIPTION | FREQUENCY | MESSAGE DISTRIBUTION | DELIVERABLE | DELIVERABLE OWNER |
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# RESOURCE MANAGEMENT PLAN

Detail your resource management plan. Procurement management can include all resources, equipment, and supplies. Also, detail whether goods or services will be purchased or rented.

|  |
| --- |
| Link to the resource management plan. |

# HUMAN RESOURCES MANAGEMENT PLAN

Detail how you will determine staffing needs for the project. Describe necessary skill sets, salary or hourly rates, and any training requirements, if applicable. When positions are filled, include names, titles, and contact information.

|  |
| --- |
| Link to the resource management plan. |

## PROJECT STAFF LIST

|  |  |  |  |
| --- | --- | --- | --- |
| NAME | TITLE | EMAIL | PHONE |
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## RESOURCE REQUIREMENT CALENDAR

A resource calendar details key resources for the project. It describes what resources will be needed when and for how long. Note that not all resources will necessarily be required for the duration. Complete this calendar or link to an external document.

|  |
| --- |
| **Role: Project Manager**Software: Communication Tools, Time Tracking Equipment: Laptop, Cell Phone |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked | 160 | 155 |  |  |  |  |  |  |  |  |  |  |
| Budget allocated | $12,000 | $9,700 |  |  |  |  |  |  |  |  |  |  |
| Budget used | $11,800 | $9,400 |  |  |  |  |  |  |  |  |  |  |
| **Role: Developer**Software: Version Control, Cloud ServicesEquipment: External Hard Drive |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked | 160 | 160 |  |  |  |  |  |  |  |  |  |  |
| Budget allocated | $12,000 | $12,000 |  |  |  |  |  |  |  |  |  |  |
| Budget used | $12,000 | $12,000 |  |  |  |  |  |  |  |  |  |  |
| **Role: Technical Writer**Software: Communication Tools, Time Tracking Equipment: Laptop, Cell Phone |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked | 80 | 78 |  |  |  |  |  |  |  |  |  |  |
| Budget allocated | $6,000 | $4,000 |  |  |  |  |  |  |  |  |  |  |
| Budget used | $6,000 | $3,900 |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Role: Consultant**Software: Data Analysis Tools, CRMEquipment: Laptop, Cell Phone |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked | 80 | 80 |  |  |  |  |  |  |  |  |  |  |
| Budget allocated | $6,000 | $6,000 |  |  |  |  |  |  |  |  |  |  |
| Budget used | $6,000 | $6,000 |  |  |  |  |  |  |  |  |  |  |
| **Role:** Software: Equipment:  |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked |  |  |  |  |  |  |  |  |  |  |  |  |
| Budget allocated |  |  |  |  |  |  |  |  |  |  |  |  |
| Budget used |  |  |  |  |  |  |  |  |  |  |  |  |
| **Role:** Software: Equipment:  |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Hours worked |  |  |  |  |  |  |  |  |  |  |  |  |
| Budget allocated |  |  |  |  |  |  |  |  |  |  |  |  |
| Budget used |  |  |  |  |  |  |  |  |  |  |  |  |

# SCHEDULE MANAGEMENT PLAN

Explain methods for developing the schedule and what tools will be used to record and post the schedule and any changes.

|  |
| --- |
| 1. **Project Management Software**: Allows for creating detailed schedules, tracking tasks, resource allocation, and collaboration among team members.
2. **Change Management Process**: Documents and assesses any changes to the schedule. Changes are evaluated for their impact on project objectives, scope, resources, and schedule, and approved changes are incorporated into the schedule.
3. **Communication Plan**: Email, project management software, and meetings to facilitate effective communication throughout the project lifecycle.
 |

# QUALITY MANAGEMENT PLAN

Describe the processes that will ensure the quality of deliverables. Define the quality standards, continuous improvement processes, quality governance, metrics, and reporting frequency and methods.

|  |
| --- |
| **Quality Standards**: Defined specific quality standards and criteria for the athletic shoes, including durability, comfort, performance, and aesthetic appeal. These standards will be clearly documented and communicated to all stakeholders to ensure alignment and understanding.**Quality Assurance Activities**: Activities such as inspections, reviews, and audits to assess compliance with quality standards and identify any deviations or non-conformities. These activities will be conducted at various stages of the project, including design, production, and testing.**Quality Control Processes**: Processes to verify that deliverables meet the defined quality standards. This will involve conducting product testing, inspections, and validation activities to ensure the athletic shoes meet performance and functionality requirements. |

# RISK MANAGEMENT PLAN

Briefly describe how you plan to identify, analyze, and prioritize project risks. Also, describe the methods used for tracking risks. Describe contingency plans.

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| --- |
| 1. **Identification**: We will engage stakeholders, team members, and subject matter experts in brainstorming sessions, workshops, and interviews to identify potential risks across all facets of the project, including design, production, supply chain, and market factors.
2. **Analysis**: Risks will be analyzed to assess their probability of occurrence, potential impact on project objectives, and the level of uncertainty they pose. This analysis will involve qualitative techniques such as risk probability and impact assessment.
3. **Prioritization**: Risks will be prioritized based on their significance and potential impact on project success criteria. We will use prioritization techniques such as risk scoring matrices or risk ranking to rank risks in order of importance and focus resources on addressing high-priority risks first.
4. **Tracking**: Risks will be tracked throughout the project lifecycle using a risk register or risk management tool. This register will document details of each identified risk, including its description, likelihood, impact, mitigation strategies, assigned ownership, and status. Regular updates and reviews of the risk register will be conducted to monitor changes in risk exposure and the effectiveness of mitigation efforts.
 |

## RISK LOG

Link to an external risk log or attach a log as an appendix.

|  |
| --- |
| Link to the risk log. |

# COST BASELINE

Detail the cost baseline for the project. This information provides the basis for tracking, reporting, and managing costs. Complete this table or link to an external document.

|  |  |  |
| --- | --- | --- |
| PROJECT PHASE | BUDGETED TOTAL | COMMENTS |
| Planning | 25,000 |  |
| Design and Development  | 1000,000  |  |
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# QUALITY BASELINE

Define the quality baseline for the project, which includes any tolerances or standards. Complete this table or link to an external document.

|  |  |  |
| --- | --- | --- |
| ITEM | ACCEPTABLE LEVEL | COMMENTS |
| Materials | Minimal defects or irregularities within industry-accepted limits |  |
| Fit and Comfort  | Minimal discomfort reported by users |  |
|  |  |  |
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|  |  |  |
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# APPENDICES

Attach or link to separate plan documents or other reference documents. *Optional.*

|  |  |
| --- | --- |
| ATTACHMENT NAME | LOCATION / LINK |
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# AUTHORIZATION SIGNATURES

**PREPARED BY**

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|  |
| *Name and Title (Printed)* |
|  |  |
| *Signature* | *Date* |

**RECOMMENDED BY**

|  |
| --- |
|  |
| *Name and Title (Printed)* |
|  |  |
| *Signature* | *Date* |

**APPROVED BY**

|  |
| --- |
|  |
| *Project Sponsor Name and Title (Printed)* |
|  |  |
| *Project Sponsor Signature* | *Date* |

|  |
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