Rockgym

**Sample Only**

This document was submitted by students in a previous class. Their requirements were different from yours. We offer it only as a sample of what a project was for that class. Copying this document, in whole or in part, and submitting the result as your own work, would be a violation of the honor code.

Proposal

Version 1.2

1. **Overview**

A team member is a rock climber and the gym she goes to has been attracting more and more people in the Boston area. However, despite its popularity, the gym is still losing money. The owner wants to see if the increase in customers is enough for the business to be profitable within a year. The model we are developing will be useful for determining if that will be the case, based on the business’s current status and future changes. The project’s name will be Rockgym.

To see the current monthly costs and revenues, see Figures 1 and 2 in Appendix A.

The gym sees a small slow-down in its increase in visitors in the summer months when climbers prefer to go outdoors. The two scenarios we will examine are the following: in the first scenario, Rockgym will determine its future profitability if the number of climbers increases by 2% each month during the next year in the winter months, and by 0.8% during the rest of the year. We will assume that 0.3% of the people who tried climbing find that is not for them and quit. In the second scenario, the increases are 4% and 1.5%, respectively. We assume that 0.5% of the people who tried climbing quit.

1. **Budget**

|  |  |
| --- | --- |
| Stage | Hours Per Team |
| *Planning* | 10 |
| *Modeling* | 30 |
| *Documents*  *Midpoint Status Report*  *Final Report*  *User Guide*  *Reference Guide* | 25  5  10  5  5 |
| *Execution* | 30 |
| *Total Estimated Hours Required* | 120 |

1. **Team**

Team Rockgym members are \*\*\* and \*\*\*.

1. **Inputs**

*Inputs:*

* Current number of visitors
* Percentage of visitors that are adults
* Percentage of visitors that are students
* Current number of student visits per month
* Admission cost for adults
* Admission cost for students
* Costs per Month

*Parameters:*

* Percent increase of climbers per month in the winter months
* Percent increase of climbers per month in non-winter months
* Percent of new climbers quitting each month

*Output Streams:*

* Projected revenue
* Projected profits

1. **Schedule and milestones**

|  |  |  |
| --- | --- | --- |
| Schedule | Due Date | Page requirement |
| Word Document Checklist | 10/08/09 | No requirement |
| Course Project Proposal | 10/08/09 | 2-3 pages |
| Start working on Model | 10/15/09 |  |
| Review and request computational capabilities, if needed | 10/29/09 |  |
| Excel Document Checklist | 10/29/09 | No requirement |
| Mid-Point Status Report | 10/29/09 | 1-2 pages |
| First Scenario Discussed | 11/05/09 |  |
| Second Scenario Discussed | 11/12/09 |  |
| Project Completed | 11/26/09 |  |
| Testing Model | 11/30/09 |  |
| Reference Guide Draft | 12/07/09 |  |
| User Guide Draft | 12/07/09 |  |
| Project Report Draft | 12/07/09 |  |
| Reference Guide Completed | 12/14/09 | 4-6 pages |
| User Guide Completed | 12/14/09 | 3-4 pages |
| Project Model Completed | 12/11/09 | 10 worksheets or less. Less than 1MB |
| Final Report | 12/17/09 | 6-8 pages |
| Project Completed and Submitted | 12/17/09 |  |

**Appendix A**

1. Current Projected Costs:

|  |  |
| --- | --- |
| **Cost** | **Per Month** |
| Utilities | 1000 |
| Maintenance | 3000 |
| Insurance | 4000 |
| Rent | 6000 |
| Miscellaneous | 10000 |
| Employees (Currently) | 15000 |
| Taxes | 25000 |
| Upper Management | 50000 |
| Total | **114000** |

2. Current Revenues:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type of Admission** | **Admissions Per Month** | **Percentage of Admissions** | **Rate** | **Revenue Per Month** |
| Adults | 2300 | 35% | 16 | 36800 |
| Students | 4200 | 65% | 14 | 58800 |
| Total | 6500 |  |  | **95600** |