SJStudio

**Sample Only**

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Project Proposal

Revision 2

**1. Overview**

Sarah Jane Studios (SJS) is a design company that specializes in original vintage children’s illustrations. SJS sells two product categories online through its Etsy store and also wholesale to various retailers: art prints and stationary. SJS is interested in developing a new product line—fabric patterns, and would like to assess the feasibility of adding this product category to its operations. Additionally, SJS is working with a potential investor to help the company move forward and needs to know how strong the company is financially.

SJStudio will be an Excel spreadsheet modeling application that will help Sarah Jane Studios determine the value of adding a new product category to its operations. Two scenarios will be explored to help with this decision. The first scenario will model the decision to not add fabric patterns, and will project the state of the business as it is currently operating. The second scenario will model the decision to add fabric patterns and will forecast the result of that decision. The scenarios will model a twelve month period (January - December).

**2. Budget**

|  |  |
| --- | --- |
| Planning | Cost (in hours) |
| Define problem and scope | 5 |
| Project plan, timeline, and resource allocation | 8 |
| *Planning total* | 13 |
| Modeling |  |
| Design and develop model | 16 |
| Test model | 4 |
| *Modeling total* | 20 |
| Documents |  |
| Midpoint status report | 4 |
| User guide | 6 |
| Reference guide | 6 |
| Final report | 12 |
| *Documents total* | 28 |
| Execution |  |
| Explore scenarios one and two | 2 |
| Document results of scenarios one and two | 1 |
| Recommend scenario to pursue | 1 |
| *Execution total* | 7 |
| *Project total* | 68 |

**3. Team**

Christopher McDowell

Steven Rebello

Timothy Knell

**4. Inputs, parameters and outputs**

*Inputs*

SJStudio will have three input streams: sales forecasts for each product category (prints, stationary, fabric patterns) per month for twelve months. The inputs will be in units of number of sales. The sales forecast for fabric patterns in the first scenario will be zero for each month, representing the decision to not make and sell fabric patterns.

*Parameters*

The parameters used in the model will be those required to assess the cost and revenue of making and selling items from each category.

Cost of materials (paper, ink, cards, patterns)

Cost of labor (illustrator, printing assistant, shipping assistant, marketing agent)

Cost of services (Etsy, PayPal, Shipping)

Average sales price per item for each category (print, stationary, fabric pattern)

*Outputs*

The outputs will help SJS determine the end financial result of the given decision by calculating the net income of all operations per month for twelve months. Additionally, the percentage of net income due to each product category (based on each month’s sales for that category) will be calculated as an output.

**5. Schedule and milestones**

|  |  |  |
| --- | --- | --- |
| Milestone | Target Date | Description and Deliverable |
| Complete research and design | 10/7/2010 | *Description:* Identify project scope, create overview, gather requirements, collect data, develop budget, create schedule, identify inputs and outputs, and create word requirements checklist.  *Deliverable:* Project Proposal |
| Project proposal approved | 10/14/2010 | *Description:* Approval is received to move forward with the project. Following milestones cannot be started until approval is received.  *Deliverable:* Approval received from Instructor. |
| Complete project plan | 10/21/2010 | *Description:*A detailed plan is fully developed that maps out all actions and requirements needed to complete the project. The plan includes model specifications, project requirements, responsibilities, updated budget and timeline.  *Deliverable:* Project plan is communicated among all team members. |
| Project execution initiated | 10/28/2010 | *Description:* Problem definition is finalized, excel requirement checklist created, begin development of model, all outstanding tasks are assigned.  *Deliverable:* Midpoint status report |
| Project execution completed | 12/9/2010 | *Description:* Model, user guide, reference guide, and final report have all been completed. All project requirements have been met.  *Deliverable:* Two model scenarios, user guide, reference guide, and final report are all complete. |
| Client acceptance | 12/13/2010 | *Description:* The completed model is presented to the client with a request for feedback. Any questions or concerns of the client are resolved.  *Deliverable:* The client accepts the model and signs off on the project. |
| Project complete | 12/16/2010 | *Description:* All required materials are ready to be submitted to the instructor.  *Deliverable:* Completed project is submitted to the instructor. |