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Marketing and Planning Approaches
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PROJECT RUNWAY: FAUX AMBITION

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The purpose of this project is to incorporate animal features and characteristics into a product line in a cruelty free way. The theme is "Faux Ambition", which will be hosting the Marciano brothers creations to introduce the luxuries of animalistic designs without the guilt. We have prioritized our project around the time of the event as the date and time cannot be compromised. I have organized tasks and assigned roles promptly to stay on schedule. A budget plan of estimated costs has been created to be followed, a trade-off system is put in place as well as risk management. The team is also informed about the quality plan and the deliverables acceptance.



Pinterest. <https://www.pinterest.ca/pin/624452304567812276/>

Table 1. Responsibility Assignment Matrix.

R- Responsible A- Accountable C- Consulted I- Informed Task	Project team Members					
	Ava	Marco	Milani	Roman	Julianna	Marciano
Creating a theme	R	C	C	C	C	I
Determining the budget	C	R	I	I	C	
Find a venue & select dates	I	I	C	R	C	I
Choose lightening and music	C	I	C		R	C
Hire Models	C	I	R			I
Hire hair and make up crew	C	I	R			
Hire stage and lighting crew	C	I	C		R	
Send out invitations	A				R	C
Set up the stage and venue	R	R	C	R	C	
Set up the order the models will walk	R		C	I		C
Receive deliverables	A	C	R	C	C	I
Rehearse	A	C	I	R	I	I
Inspect equipment day of the fashion show	A	C	C	R	C	
Run the show	A	C	R	R	C	I

(wikiHow, 2019).

Table 2. Schedule.

Task	Duration	Cost
Creating a theme: What the fashion designs will based on	Start: October 6 Finish October 10 4 days	N/A
Budget: What are the costs? How much will it add up to? What is our goal to spend? What can we charge to make profit?	Start: October 7 Finish: October14 1 week	N/A

Venues & dates: Choosing a desirable location, seeing what dates are available and aim closet to the decided date by the team	Start: October 15 Finish: November 5 3 weeks	\$20,000- \$80,000
Lightening and music: What lights will be used? What music will played, choosing a DJ, band or sound system	Start: November 7 Finish: November 21 2 weeks	\$1,000- \$12,000
Models: Hiring models from agencies	Start: November 6 Finish: November 27 3 weeks	\$80,000- \$100,000 (accounts for all services)
Hair & make up crew: Look at portfolios and meet with stylists to see if they can provide the look were after, and do the hiring	Start: November 6 Finish: November 27 3 weeks	\$15,000- \$20,000
Stage & lighting crew: Hire workers who can help with setting up the stage, possibly with sound systems if we go that route	Start: November 7 Finish: November 21 2 weeks	N/A
Send out invites to celebrities, buyers, reporters, socialites etc.	Start: November 30 Finish: December 3 4 days	\$2,000
Setting up stage/venue: Direct the stage and lighting crew, organize the seating arrangements, set up lights, set up speakers, ensure you can't see the back room from the seating area	Start: December 6 Finish: December 20 2 weeks	\$10,000- \$15,000
Walk order: Decide the order of the outfits to be presented first to last, which model will wear what, how long they have in between dress changes and how long it should take to walk up and down the runway	Start: December 5 Finish: 10 5 days	N/A
Deliverables: Arranging with the designer (Marciano) when and where the designs will be dropped off and receive deliverables upon agreed pickup	Start: January 1 Finish: January 7 1 week	\$1,000 (Transportation fees)
Rehearsal: Arrange a couple dates for the models to walk down the runway to make sure everyone has enough time and the music lines up	November- January to arrange and execute 1 rehearsal in November (3 hours) 2 rehearsal in December (3hours) 3 rehearsal in January (3 hours)	\$80,000- \$100,000 (accounts for all services)
Equipment inspection: The day before, inspect all equipment and test them to ensure they are working properly	February 6	N/A

Fashion show: Start the show on time	February 7 6:00 pm	\$129,000- \$228,000
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(wikiHow, 2019).

The estimated costs of this project land with the lowest being \$129,000 and a high of \$228,000 provided we don't over spend. To make this project a success we are setting the budget at \$178,500, so we can provide quality in our show and to earn a profit. To reduce costs, we can send out half of the invitations as e-invites, we can reduce costs by using a sound system as suppose to a DJ or band. We can use fewer models or look for volunteers and see if we can get discounts on transportation services. To earn profits on the show we can charge \$1,200 for the first row, \$900 for the second, \$800 for the third, \$550 for the fourth \$500, \$400 for fifth and \$450 for the sixth row. There will be 80 seats in each row and 30 of the front row seats are covered for the A-listers with 50 seats per row purchasing tickets. This provides us a total of \$240,000 in ticket sales, so even if we spend the highest of \$228,000 we are still left with a profit of \$12,000. If we cut our costs and use the planned budget of \$178,500 we will have profits of \$62,000.

To ensure the project's success I have to look to the time-cost-quality triangle formula. (LaSalle, 2019). The show is set for February 7 therefore the constraint is time. We will have to sacrifice costs and quality if we are behind schedule, in which case we will hire on more team members to get production done faster or pay for express fees for equipment. We could also compromise our quality by using less décor in the venue to finish setting up faster. Another way to sacrifice quality is to shorten some of the rehearsal time slots so the team can focus on other aspects of the project.

I also have in place a risk management plan. Some of the risks that can occur is the equipment stops working. In this case I have planned to have extra microphones and speakers backstage, and I will have back ups of the music to be played as well. A model could not show up so then I would speak with the model that was either 5 before or 5 after to do her slot so she has enough time to come back and do a change. Everyone will be informed of the backup plans should these events occur that way we are able to control the situation. (LaSalle, 2019).

My quality management plan consists of putting in place a quality policy, which will refer to the expected materials used in the designs on the runway, which is sustainable and non animal by products.. I will implement the quality objectives which is using only sustainable practices in textiles and manufacturing. Quality assurance will be tested by an inspector for the products as well as the stage and décor to ensure safety standards by determining any cracks in the stage, floor, broken/ burned out lightbulbs, tears in the material, missed stitch in product etc. The inspector will inspect the designs prior to being delivered. The quality control process will include using computer software's such as a pareto analysis to analyze the data collected which will aid to foresee and prioritize problems. We also have to audit the quality of the project by recording and noting in the system what is working and what isn't which can be done by comparing the previous projects. (LaSalle, 2019).



Image 1: Tumblr. January 4, 2016. <https://sassy4classy.tumblr.com/post/136603135457/goddesstasha-holiday-red-2015076-goddess-tasha>

Image 2: Pinterest. <https://www.pinterest.ca/pin/305259680992886856/>

Image 3: Pinterest. <https://www.pinterest.ca/pin/346355027568284653/>

The acceptance of deliverables is planned out between Milani and the Marciano's. The brothers are in charge of producing the designs and are aware that the deadline to drop off the deliverables is

January 7th . The brothers will show samples to Ava before they produce, and she will approve of designs. Then Milani and the brothers will plan the time of the drop off and taking in account of time change so Milani knows when to be at the venue and will consult with Ava on delivery time. Ava will appoint the transportation method so Milani can contact the truck carrier and order a box truck. They will only need 1 trip which will take up to about 3 hours where Milani will be waiting at the venue. Upon retrieval she will have help from the stage and lighting crew to carry all the outfit's into the building and store them safely in a locked room backstage. (i.tToolkit, 2019).

The scheduling and assigned roles were strategically placed to ensure the timeline of the show is being followed along with the planned and estimated budgeting. It is important to ensure cost efficiency and to control costs. The team decided time is the most important of the trade off, so we planned around that. This is also the reason a risk management is in place for preventive measures. Quality is still important which why a plan is in place so too much isn't sacrificed. To complete the show, we had to ensure a safe and reliable route of accepting deliverables and have them received in a timely manner.

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