



# Strategy Preparation

## PROJECT MANAGEMENT

Developed by Elizaveta Markovskaya,  
associate professor, Phd (Economics)



## Key Topics

- Some words about history and evolution of PM
- The main idea of the article “Lost roots...”
- Discussion of the article “Project management in Reality”
- Project Management Today
- Strategy Preparation
- Typical structure of the business plan (preparation for the business game)



## History and Evolution of PM. Key points.

- According to the Oxford English Dictionary the word “project” was first used in the 16<sup>th</sup> century.
- Technology of PM was appeared in 30-s of 20 century in USA because the several large projects (US Air Corporation, Exxon) demanded special methods of coordinating, managing and controlling.
- In 1937 American scientist Gulik developed the first matrix structure for the managing of complicated projects.



# Examples of some significant projects in the world



# St.Petersburg's modern projects



# St.Petersburg's modern projects





# World famous modern projects





# Project Management Today

- **Project Management Institute**
- **International Project Management Association**
- **Japanese Project Management Forum**
- **Australian Institute of Project Management**





# Software for Project Management (PM)

It is the special professional software that was developed for automation all the processes of the PM according to the PMI's requirements

Russian software for PM:  
Spider Project  
Professional

Other popular software for PM:  
Microsoft Office Project, Primavera  
Project Planner Professional,  
CoreTrack Project Manager, Open  
Plan.

# Strategy preparation. Stages of the project development



1. Initiation (forming a business idea)
2. Developing the project's conception
3. Investigation of the investment opportunities
4. Implementation of the functional research
5. Confirmation of the conception chosen
6. Project analysis
7. Confirmation of the project chosen

# Strategy preparation. Stages of the project development. Initiation.



Sources of business idea:

- Demand
- Investor's resources
- Creditors' Interests
- Reaction to the political situation

Methods of creating the ideas (creativity techniques) :

- Brainstorming
- Experts' opinions
- Method based on the associations....



# Strategy preparation. Stages of the project development. Initiation. Brainstorming.

## Brainstorming Ground Rules:

- Active participation by everyone.
- No discussion.
- Build on other's ideas.
- Display ideas as presented.
- Set a time limit.
- Clarify and combine ideas. Eliminate duplications.



# Strategy preparation. Stages of the project development. Initiation. Brainstorming.

Task. Using the rules of brainstorming try to generate business ideas for solving one of these problems (choose any):

- How to increase tourist attractiveness of St. Petersburg?
- How to help Spain to cope with financial crisis?
- How to build new stadium in St. Petersburg in more efficient way?
- How the Russian football team Zenit (St-Petersburg) could win in the League of the Champions?



# Strategy preparation. Stages of the project development. Conception.

1. Goal setting.
2. Formulation of the project' scenarios.
3. Choosing the alternative appropriate for the investor.



# Strategy preparation. Stages of the project development. Conception.

As a rule, on this stage the following characteristics of the project are specified:

- Demand for the product or service of the project
- Project duration
- Project's Complexity
- Engineering Solutions
- Price prognosis
- Documents needed for project implementation
- Investment climate in region



# Strategy preparation. Stages of the project development. Functional Research.

If the project idea is approved, generally, the following functional research is conducted:

- Marketing Analysis
- Analysis of the Political environment
- Ecological Analysis
- Sociological and Demographic research

**The result of this stage – RESUME OF THE PROJECT**





# Strategy preparation. Stages of the project development. Functional Research.

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The result of this stage – **RESUME OF THE PROJECT**. Main characteristics of the resume:

- project aim
- peculiarities of the project
- main factors (political, ecological and others that should be taken into account in the process of the project development)



# Strategy preparation. Stages of the project development. Investigation of the investments opportunities. Steps.

1. Analysis of the political and economic situation in the country and in the region.
2. Formulation the investment strategy
3. Pre-project feasibility study
4. Preparation of the Declaration of Intention
5. Choosing the place of the object's localization
6. Preliminary investment solution and task for the developing the full project feasibility report.
- 7. Result – investment strategy.**



# Business Plan. Typical Structure.

1. Executive summary.
2. Company Description
  - 2.1. History.
  - 2.2. Company's structure
  - 2.3. Management
  - 2.4. Personnel.
3. Project Description.
  - 3.1. General description.
  - 3.2. State of project's affairs.



# Business Plan. Typical Structure.

3.3. Investments.

3.4. Schedule of financing.

3.5. Schedule of investment project.

4. Market Analysis.

4.1. Industry description.

4.2. Company position on the market.

4.2.1. Description of the product and services.

4.2.2. Consumers.

4.2.3. Competition.

4.2.4. SWOT analysis

# Business Plan. Typical Structure.



## 4.2.5. Company's Market Strategy

-Promotion Plan

- Marketing Plan

## 4.2.5. Pricing.

## 5. Financial plan.

5.1. Conditions and assumptions.

5.2. Plan of incomes.

5.3. Plan of expenditures.

5.4. Financial strategy.

5.5. Prognostic financial reports (P&L, CF, Balance Sheet)

# Business Plan. Typical Structure.



6. Evaluation of efficiency of investment projects.

7. Risk analysis.

Thank you for your attention!

