

Dr. Kausik Roy
3606 Lajitas Leander, TX 78641
Project Plan

Version 1
December 3rd 2018

Our Company

Pursue Solutions specializes in all-inclusive project management services and tailor-made business solutions. In its most basic form, project management is used to accomplish unique outcomes with limited resources under critical time constraints. Our project management services and business solutions help individuals pursue their dreams through effective planning, meticulous organization and conscientious management. We map out entire projects revealing a set of solutions for a series of challenges while driving key objectives and minimizing risks. Our exclusive approach to project management transforms our client's ideas into tangible results with desirable outcomes.

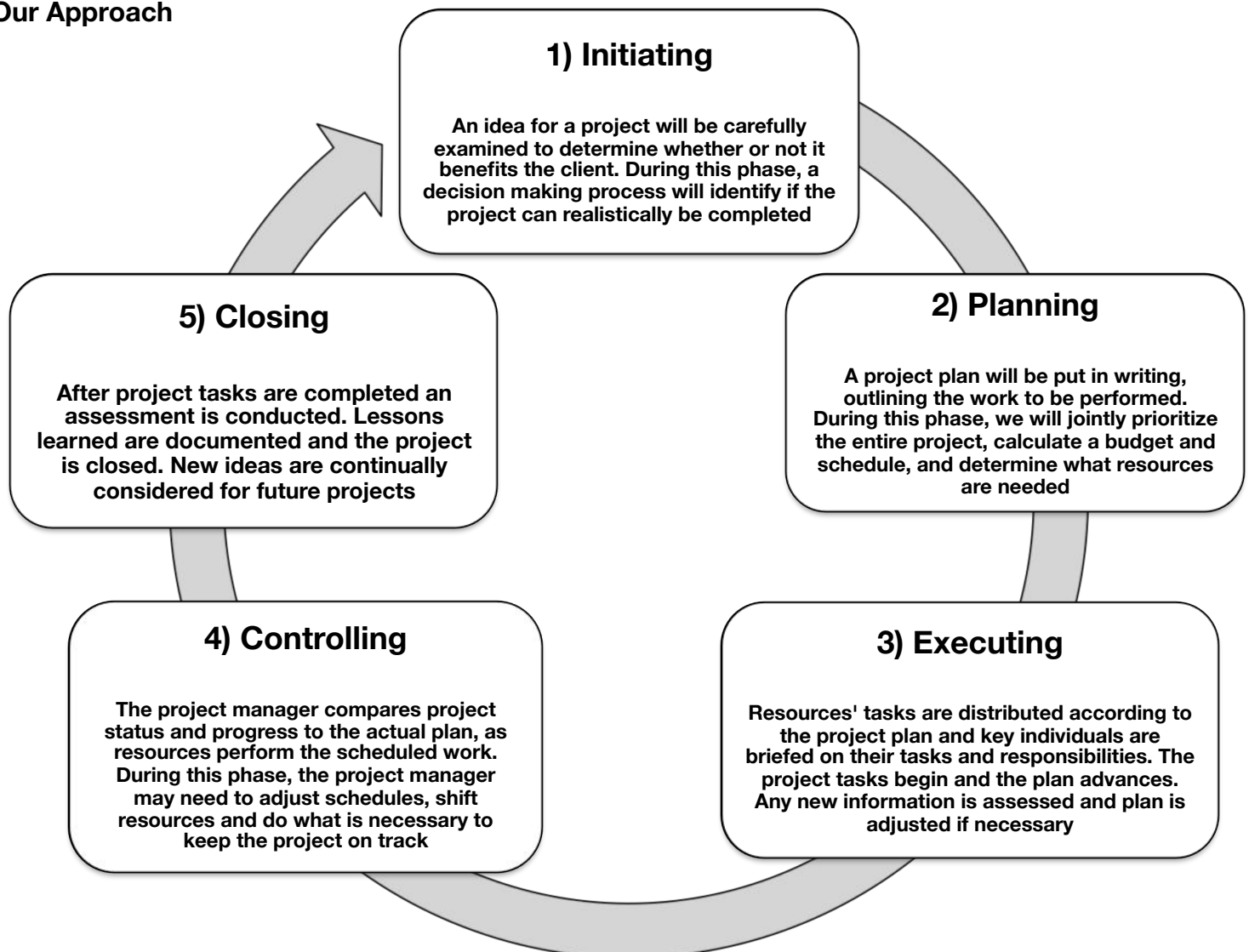
Project Management Solutions

- Project & Business Consulting
- Project Plans
- Startup Projects
- Product Launch
- Operations & Business Management
- Educational Content Development
- Systems & Technical Solutions

Business Solutions

- Business & Marketing Plans
- Logo Design & Branding
- Website Design & Development
- Social Media Marketing
- SEO Marketing Services
- Executive Photography
- Video Production Services
- Recording & Content Creation

Our Approach



Our Leadership



Kareem Assassa currently serves as Founder and Chief Executive Officer of Pursue Solutions, a business and project management consulting firm, Co-Founder and Chief Executive Officer of International Academy of Aesthetics, Chief Operating Officer of The American Association of Aesthetic Medicine and Surgery, owner of The Beverly Hills Photographer, a photography company and is the co-owner of several other businesses. He offers his expertise in entrepreneurship, project management and organizational leadership to help individuals pursue their dreams by turning their ideas and passions into successful business ventures.

“In life, I have profited and I have forfeited. Along the way, I learned from it all and came to realize that success is the sum of every lesson learned from failing. Knowing this, I now share my expertise in entrepreneurship, organizational management, business and project management to help individuals pursue their dreams by turning their ideas and passions into successful business ventures.” -Kareem Assassa

Kareem is a natural born entrepreneur. He completed his last year of high school early to join the workforce. He acquired his first job in telecommunications as a sales representative for T-Mobile at the age of 18. Influenced by the teachings of Brian Tracy, Kareem surpassed his colleagues and was quickly promoted to a managerial position. His captivating sales abilities lead him into medical sales. At the age of 19, He became the youngest sales consultant for Global Medical; a Beverly Hills based mobile diagnostic equipment company. He led his sales team and created a six-figure income by the end of his first year with the organization.

At the age of 22, Kareem decided to pursue one of his childhood dreams. He converted his apartment into a professional production studio and began producing, recording, and mastering music under his own production company, JMP Inc. He produced and recorded hundreds of tracks with recording artists from all over the world. He cherished music more as an art form and returned to the workforce. Over the next several years, Kareem held roles with AT&T Wireless, Bank of America, Verizon Wireless and Citi Bank. His love for sales continued to thrive, as did a newfound hobby. While visiting his camera enthusiast cousins in Europe, Kareem was introduced to photography. He immediately immersed himself in it.

His new hobby quickly developed into an obsessive passion and by the age of 25, he started his second business The Beverly Hills Photographer. Kareem became most popular amongst affluent firms in the Beverly Hills area. He was often requested to photograph portraits for renowned entrepreneurs and key industry leaders. He befriended many of his clients and was wildly curious to learn about their journey to success. He sought mentorship and was inspired to pursue a college education. He immediately decided to pursue a Bachelor of Science in Organizational Leadership with a specialization in Project Management. He graduated with honors within 18 months of beginning the degree program.

Motivated to apply his newly acquired knowledge, he reentered the job market and was appointed Chief Operating Officer of The American Association of Aesthetic Medicine and Surgery, a national leader in aesthetic medicine and surgery training. His educational foundation served him well as he thrived in his role. Under his management, Kareem overhauled the entire operation and secured international partnerships that drove the association into the global market. His deepened appreciation for business operations and project management ultimately led him back to his love for entrepreneurship.

At the age of 31, Kareem Assassa co-founded and launched International Academy of Aesthetics, the world's first social online learning management system dedicated to the field of aesthetic medicine, dental aesthetics & cosmetic surgery training. It is on track to triple its net worth by the end of December this year.

Project Scope

Dr. Kausik Roy, herein after referred to as the Project Sponsor, is seeking professional guidance from Kareem Assassa of Pursue Solutions, hereinafter referred to as the Project Manager, to spearhead the development of a medical spa practice. The Dr. Kausik Roy Project Plan, herein after referred to as the Project Plan, defines the tasks, resources and strategies set forth to accomplish the Project Scope. The deliverables of the Dr. Kausik Roy Project, herein after referred to as the Project, are the completion of the tasks with the flexibility to modify and expand strategies as necessary in the future. This Project will be accepted once the Project Sponsor has approved every deliverable that the Project Manager has submitted. The deliverables of this Project also include supporting the Project Sponsor's personnel in respect to all technical and organizational related training in conjunction with accomplishing the tasks during the duration of this Project. This Project is not to exceed the Project Budget defined on page 8. This Project does not include ongoing maintenance of the Project beyond the Project Closure Date listed below. Only the Project Sponsor's personnel and the Project Manager's designated resources may be used for this Project.

Project Deliverables

Project deliverables are the most imperative assignments to achieve the Project Scope. This Project's deliverables are listed and defined below. In addition, samples of prior project deliverables are provided to demonstrate the Project Manager's capabilities and provide a benchmark for the Project Sponsor.

- Project Management Services defined as creation of the Project Plan and managing the Initiating, Planning, Executing, Controlling and Closing phases of this Project as described in the Work Breakdown Structure (WBS) Project Schedule while leading the Project by conducting meetings, providing status reports and managing resources
- Practice Development and Management Services: to create and implement a practice development and management strategy plan including but not limited to facilitating new services, to create and implement a policies and procedures plan, to install a scheduling and contact relationship management system, to provide critical organizational documents, to create an employee manual, and to training key administrative staff members on behalf of the organization.
- Uplifting Design Services: to professionally uplift the existing logo and branding
- Website Design & Development Services: to implement web design and completely develop, install and manage new website
- Group & Executive Photography Services: to professionally photograph the personnel for website bios and marketing materials
- On-Location Photography Services: to professionally photograph the business interior and exterior
- Videography Services: to professionally produce, film and edit a promotional marketing video for the website, social media accounts and promotional marketing materials
- Social Media Marketing Services: to implement a social media marketing strategy
- SEO Marketing Services: to implement a SEO marketing strategy
- Project Status Strategy Plan: to assess the Project Plan and create a strategy for the remaining tasks
- Project Plan Closure: to update the Project Plan, close out the Project and document lessons learned

Project Commencement Details

The commencement date for this Project is December 9th 2018. It is assumed that this Project is not to exceed the Project Closure date on June 9th 2019. Additionally, assumptions for this Project are that the Project Sponsor and its personnel, the Project Manager and the designated resources provide their complete support and best efforts to accomplish the tasks within the Work Breakdown Structure (WBS) Project Schedule and that adequate resources are available for the successful completion of this project.

Time and Resource Constraints

Time constraints refer to the limitations on the start and end times of each task in a project's critical path, which is the sequence of tasks that cannot be delayed without delaying the entire project. The entire project is scheduled on the critical path based on previous projects. Time constraints are already factored into the schedule since all tasks within the Work Breakdown Structure (WBS) Project Schedule are assumed to be the longest duration to complete as seen below. In this Project and previous projects, the times allocated for each task assume the absolute latest start and latest finish times. In previous projects similar in nature, tasks took less or equal time than estimated for each activity. For this reason, no slack time exists between the tasks in the current Project.

Resource constraints refer to the limitations on personnel, services and other resources that are necessary to complete a Project. The Project Manager has available resources in the case of a constraint. In the event of a schedule slip, additional resources can be added to the Project to avoid any additional task delays and activity interruptions. Additional resources are on standby and Project Management Reserves have been factored in the total Project Costs. However, in the worst-case scenario that resources are completely constrained on this Project, the Project Closure date can be delayed in accordance with the Project Sponsors.

Work Breakdown Structure (WBS) Project Schedule

ID	WBS	Task Name	Start	Duration (Days)	Finish
1	0	Dr. Kausik Roy Project	11/29/18	6/9/19	193d
2	1.0.0	Initiating	11/29/18	11/30/18	2d
3	1.0.1	Evaluation & Recommendations	11/29/18	11/29/18	1d
4	1.0.2	Create Preliminary Scope Statement	11/30/18	11/30/18	1d
5	2.0.0	Planning	12/1/18	12/15/18	15d
6	2.0.1	Develop Project Plan	12/1/18	12/2/18	2d
7	2.0.2	Deliverable: Submit Project Plan for Review	12/3/18	12/3/18	1d
8	2.0.3	Project Sponsor Reviews Project Plan	12/4/18	12/8/18	5d
9	2.0.4	Milestone: Project Plan Approval and Commencement	12/9/18	12/9/18	0
10	2.0.5	Assign and Solidify Resources	12/10/18	12/11/18	2d
11	2.0.6	Project Team Kickoff and Project Distribution	12/12/18	12/15/18	4d
12	3.0.0	Executing	12/15/18	5/2/19	138d
13	3.0.1	Phone Meeting: Practice Development and Management Services Plan	12/15/18	12/15/18	0
14	3.0.2	Practice Development Initiation	12/16/18	4/3/19	109d
15	3.0.3	Phone Meeting: Uplifting Design / Pre-Design	12/16/18	12/16/18	1d
16	3.0.4	Develop Practice Development and Management Services	12/16/18	3/4/19	79d
17	3.0.5	Develop Uplifting Design / Preliminary Design	12/17/18	1/3/19	18d

18	3.0.6	Deliverable: Submit Uplifting Design for Review	1/4/19	1/4/19	1d
19	3.0.7	Uplifting Design / Revisions (if necessary)	1/5/19	1/7/19	3d
20	3.0.8	Milestone: Uplift Design Service Approval	1/8/19	1/8/19	0
21	3.0.9	Phone Meeting: Website Design / Pre-Development	1/13/19	1/13/19	1d
22	3.1.0	Website Design / Preliminary Design	1/14/19	1/29/19	16d
23	3.1.1	Deliverable: Submit Website Design for Review	1/30/19	1/30/19	1d
24	3.1.2	Website Design / Revisions (if necessary)	1/31/19	2/2/19	3d
25	3.1.3	Milestone: Website Design Service Approval	2/3/19	2/3/19	0
26	3.1.4	Phone Meeting: Website Development / Pre-Development	2/3/19	2/3/19	0
27	3.1.5	Website Development / Preliminary Development	2/3/19	3/5/19	31d
28	3.1.6	Deliverable: Practice Development and Management Services Plan for Review	3/5/19	3/5/19	1d
29	3.1.7	Deliverable: Submit Website Development for Review	3/6/19	3/6/19	1d
30	3.1.8	Website Development / Revisions (if necessary)	3/7/19	3/9/19	3d
31	3.1.9	Practice Development and Management Services Plan / Revisions (if necessary)	3/6/19	3/8/19	3d
32	3.2.0	Milestone: Practice Development and Management Services Plan Approval	3/9/19	3/9/19	0
33	3.2.1	Milestone: Website Development Service Approval	3/10/19	3/10/19	0
34	3.2.2	Milestone: Launch Website	3/10/19	3/10/19	0
35	3.2.3	Website Development / Updates, Content Refresh and On-Going Maintenance	3/11/19		-
36	3.2.4	Milestone: Launch Online Presence and SEO	3/10/19	3/10/19	0
37	3.2.5	Online Presence and SEO / On-Going Maintenance	3/11/19		-
38	3.2.6	Phone Meeting: Practice Development and Management Services Plan Phone	3/9/19	3/9/19	0
39	3.2.7	Phone Meeting: Group Executive Photography / Pre-Session	3/9/19	3/9/19	0
40	3.2.8	Phone Meeting: On-Location Photography / Pre-Session	3/9/19	3/9/19	0
41	3.2.9	Phone Meeting: Videography / Pre-Session	3/9/19	3/9/19	0
42	3.3.0	Phone Meeting: Practice Development Initiation Status	3/17/19	3/17/19	0
43	3.3.1	Phone Meeting: Practice Development Initiation Status	3/24/19	3/24/19	0
44	3.3.2	Phone Meeting: Practice Development Initiation Status	3/31/19	3/31/19	0
45	3.3.3	Phone Meeting: Online Advertising Strategy Plan	3/31/19	4/1/19	2d
46	3.3.4	Develop Online Advertising Strategy Plan	3/31/19	4/6/19	7d
47	3.3.5	Milestone: Practice Location Initiation Complete	4/4/19	4/4/19	0
48	3.3.6	Kareem Assassa Arrives in Austin, Texas	4/4/19	4/4/19	0
49	3.3.7	Practice Development and Management Services Plan Implementation & Training	4/5/19	4/7/19	3d
50	3.3.8	Group Executive Photography / On-Location Session	4/5/19	4/5/19	1d
51	3.3.9	On-Location Photography Session	4/5/19	4/5/19	1d
52	3.4.0	Videography Session	4/5/19	4/5/19	1d
53	3.4.1	Deliverable: Submit Online Advertising Strategy Plan for Review	4/6/19	4/6/19	0
54	3.4.2	Online Advertising Strategy Plan / Revisions (if necessary)	4/7/19	4/8/19	2d
55	3.4.3	Group Executive Photography / Touchup Processing	4/6/19	4/6/19	1d
56	3.4.4	On-Location Photography / Touchup Processing	4/6/19	4/6/19	1d
57	3.4.5	Videography Session / Editing	4/6/19	4/26/19	21d

58	3.4.6	Deliverable: Submit Group Executive Photography for Review	4/7/19	4/7/19	1d
59	3.4.7	Group Executive Photography / Revisions (if necessary)	4/7/19	4/7/19	0
60	3.4.8	On-Location Photography / Revisions (if necessary)	4/7/19	4/7/19	0
61	3.4.9	Deliverable: Submit On-Location Photography for Review	4/7/19	4/7/19	1d
62	3.5.0	Project Status Strategy Plan Meeting	4/7/19	4/7/19	0
63	3.5.1	Milestone: On-Location Photography Approval	4/8/19	4/8/19	0
64	3.5.2	Milestone: Group Executive Photography Approval	4/8/19	4/8/19	0
65	3.5.3	Milestone: Launch Online Advertising Strategy Plan	4/9/19	4/9/19	0
66	3.5.4	Create Project Status Strategy Plan	4/8/19	4/17/19	10d
67	3.5.5	Social Media Marketing / Content Refresh and On-Going Maintenance	4/10/19		-
68	3.5.6	Kareem Assassa Departs from Austin, Texas	4/11/19	4/11/19	1d
69	3.5.7	Deliverable: Submit Project Status Strategy Plan for Review	4/18/19	4/18/19	1d
70	3.5.8	Milestone: Project Status Strategy Plan Approval	4/19/19	4/19/19	0
71	3.5.9	Deliverable: Submit Videography for Review	4/27/19	4/28/19	2d
72	3.6.0	Videography / Revisions (if necessary)	4/29/19	5/1/19	3d
73	3.6.1	Milestone: Videography Approval	5/2/19	5/2/19	0
74	4.0.0	Controlling	4/20/19	6/4/19	46d
75	4.0.1	Project Management / Resource Management and On-Going Maintenance	4/20/19	6/4/19	46d
76	5.0.0	Closing	6/4/19	6/9/19	5d
77	5.0.1	Phone Meeting: Project Plan Pre-Closure	6/4/19	6/4/19	0
78	5.0.2	Update Project Plan and Document Lessons Learned	6/4/19	6/4/19	0
79	5.0.3	Deliverable: Submit Project Plan Closure for Review	6/5/19	6/7/19	3d
80	5.0.4	Phone Meeting: Project Closure	6/8/19	6/8/19	1d
81	5.0.5	Milestone: Project Closure Approval	6/9/19	6/9/19	0

Project Milestones

Project milestones are sub-project ending points where progress may be assessed. Milestones confirm that the Project is scheduled to successfully conclude on time. Additionally, the importance of milestones demonstrates the Project Manager's ability to complete key tasks on time. Milestones also serve as an indicator of progress within the Project for Project Sponsors. This Project's milestones are listed within the WBS Project Schedule and are the following:

- Milestone: Project Plan Approval and Commencement on 12/9/18
- Milestone: Uplift Design Service Approval on 1/8/19
- Milestone: Website Design Service Approval on 2/3/19
- Milestone: Practice Development and Management Services Plan Approval on 3/9/19
- Milestone: Website Development Service Approval on 3/10/19
- Milestone: Launch Website on 3/10/19
- Milestone: Launch Online Presence and SEO on 3/10/19
- Milestone: Practice Location Initiation Complete on 4/4/19
- Milestone: On-Location Photography Approval on 4/8/19
- Milestone: Group Executive Photography Approval on 4/8/19
- Milestone: Launch Online Advertising Strategy Plan on 4/9/19
- Milestone: Project Status Strategy Plan Approval on 4/19/19
- Milestone: Videography Approval on 5/2/19
- Milestone: Project Closure Approval on 6/9/19

Project Budget and Project Cost Analysis

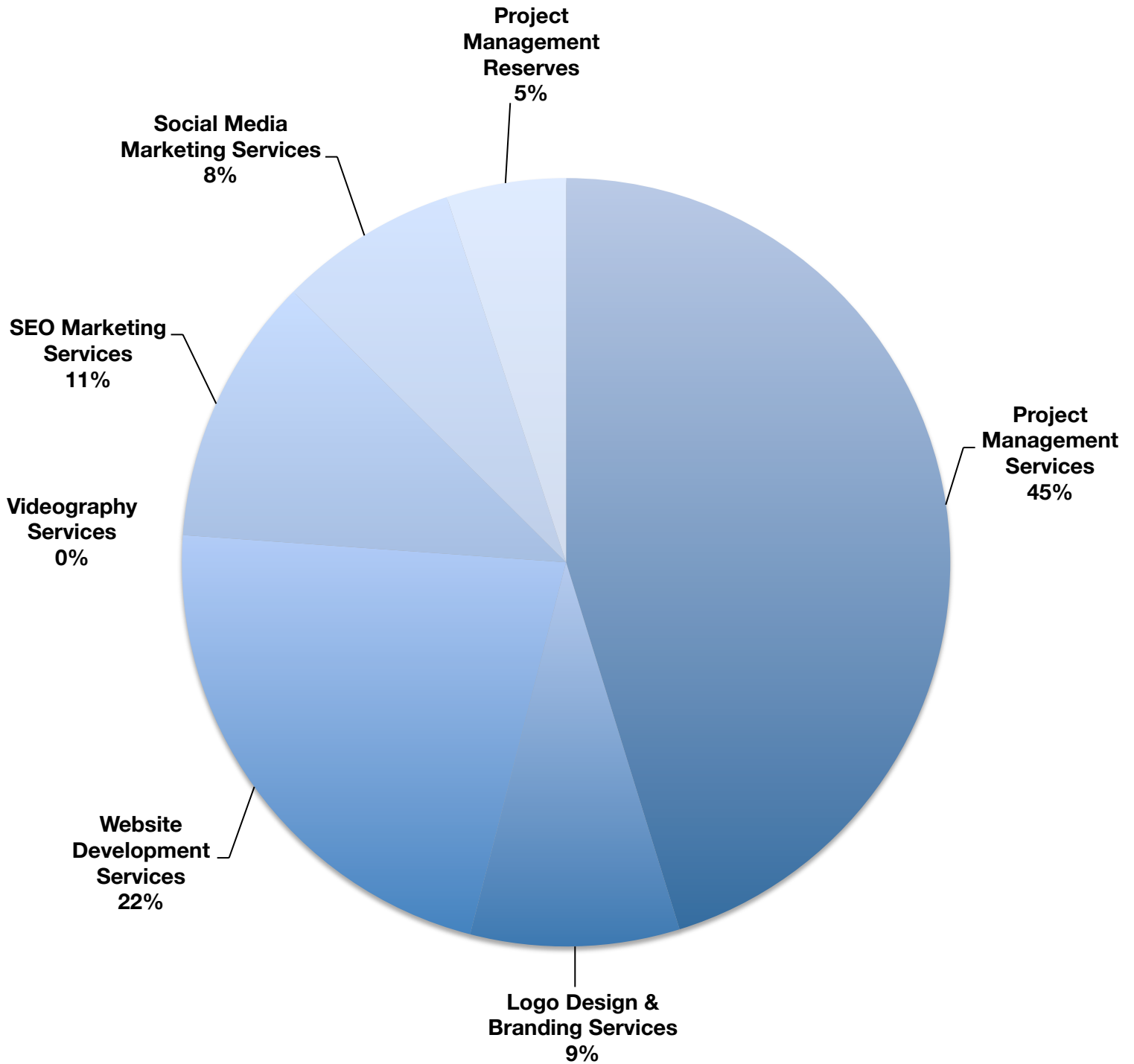
The Project Budget and Project Cost Analysis is a detailed estimate of all the costs required to complete Project tasks. It is much more detailed than the high-level budget developed in the Initiating phase. The estimated cost of this Project is \$18,150, which includes \$1,000 in Project Management Reserves. The Project Budget must not exceed \$18,150.

Project Cost Analysis

Task:	Resource:	Purpose:	Cost Frequency:	Cost:	
Project Management Services	Pursue Solutions	To create the Project Plan and manage the Initiating, Planning, Executing, Controlling and Closing phases of this Project as described in the Work Breakdown Structure (WBS) Project Schedule while leading the Project by conducting meetings, providing status reports and managing resources	\$1,500 / Month for 6 Months (Duration of Project)	\$9,000.00	
Logo Design & Branding Services	Pursue Solutions	To professionally uplift the existing logo and branding includes: Fully Customized Logo Design, Up to 2 Logo Design Revisions, Digital Branding Package, Delivered in Full Resolution, PSD, PNG and JPEG Format	Once	\$1,750.00	
Website Development Services	Pursue Solutions	To implement web design and completely develop, install and manage new website includes: Website Design & Development, Domain & Deluxe Hosting Plan, Up to 10 Pages, Up to 15 Stock Images, Blogging Capability, Contact Form, Mobile Friendly, Complete Installation, 1 Custom Email Account, Basic Website Optimization, Social Media Integration, Maintenance & Updates \$300 / month	Once (Ongoing Maintenance \$300 / Month)	\$4,400.00	
Group Executive Photography Services	The Beverly Hills Photographer	To professionally photograph the personnel for website bios and marketing materials	Once	\$0.00	
On-Location Photography Services	The Beverly Hills Photographer	To professionally photograph the existing and new location	Once	\$0.00	
Videography Services	Dream Stone Video	To professionally produce, film and edit a promotional video for website, social media accounts and promotional marketing materials	Once	\$0.00	
SEO Marketing Services	Pursue Solutions	To increase online visibility and drive online traffic includes: 10 Unique Articles per Month, 5 Keywords / 1 URL. 1,000 High PR Mixed Diverse Links. Facebook, Twitter, Google +1 Social Signals. 5,000 Wiki, Blog & Forum Comments	\$750 / Month for 3 Months (Begins on 3rd Month of the Project Plan) (Ongoing Maintenance \$750 / Month)	\$2,250.00	
Social Media Marketing Services	Pursue Solutions	To increase social media and brand awareness, increase online social presence and promote to prospective clients includes: Social Media Marketing Audit, Detailed Findings Report, Setup for 1 of the following accounts: Facebook, Instagram, LinkedIn, or Twitter, 2 posts per week on each of the selected accounts, Automated comment & reply service, Monthly strategy call	\$500 / Month for 3 Months (Begins on 3rd Month of the Project Plan) (Ongoing Maintenance \$500 / Month)	\$1,500.00	
Project Management Reserves	To be determined and mutually agreed upon throughout the duration of the Project	A set budget for Project management reserves in the event that additional resources are required to avoid a schedule slip	Variable	\$1,000.00	
				Discount	(\$1,750.00)
				Total Project Cost*	\$18,150.00
				Ongoing Maintenance Monthly Cost*	\$1,550.00

*Costs are based on an estimate and are used for informational and illustrative purposes only. Actual Project costs may vary.

Project Cost Analysis Graph



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INVOICE

BILL TO

Dr. Kausik Roy
3606 Lajitas
Leander, TX 78641

INVOICE # 1052

DATE 12/09/2018

DUE DATE 05/07/2019

TERMS See Project
Management
Services Agreement

TASK	QTY	RATE	AMOUNT
Project Management Services defined as creation of the Project Plan and managing the Initiating, Planning, Executing, Controlling and Closing phases of this Project as described in the Work Breakdown Structure (WBS) Project Schedule while leading the Project by conducting meetings, providing status reports and managing resources	6	1,500.00	9,000.00
Logo Design & Branding Fully Customized Logo Design, Up to 2 Logo Design Revisions, Digital Branding Package, Delivered in Full Resolution, PSD, PNG and JPEG Format	1	1,750.00	1,750.00
Gold Website Package Website Design & Development, Domain & Deluxe Hosting Plan, Up to 10 Pages, Up to 15 Stock Images, Blogging Capability, Contact Form, Mobile Friendly, Complete Installation, 1 Custom Email Account, Basic Website Optimization, Social Media Integration, Maintenance & Updates \$300 / month	1	3,500.00	3,500.00
Gold Website Monthly Maintenance Domain, Hosting, Up to 3 Hours of Page Updates & Content Refresh, Website Maintenance & System Updates (pre-paid for 3-months, see Project Plan for more details)	3	300.00	900.00
Group & Executive Photography to professionally photograph the personnel for website bios and marketing materials	1	0.00	0.00
On-Location Photography to professionally photograph the business interior and exterior	1	0.00	0.00
Video Production to professionally produce, film and edit a promotional marketing video for the website, social media accounts and promotional marketing materials includes a 2-hour video production session	1	0.00	0.00

TASK	QTY	RATE	AMOUNT
Silver SEO Marketing Monthly Package 10 Unique Articles per Month, 5 Keywords / 1 URL. 1,000 High PR Mixed Diverse Links. Facebook, Twitter, Google +1 Social Signals. 5,000 Wiki, Blog & Forum Comments (pre-paid for 3-months, see Project Plan for more details)	3	750.00	2,250.00
Silver Social Media Monthly Package Social Media Marketing Audit, Detailed Findings Report, Setup for 1 of the following accounts: Facebook, Instagram, LinkedIn, or Twitter, 2 posts per week on each of the selected accounts, Automated comment & reply service, Monthly strategy call (pre-paid for 3-months, see Project Plan for more details)	3	500.00	1,500.00
Project Management Reserves A set budget for Project management reserves in the event that additional resources are required to avoid a schedule slip	1	1,000.00	1,000.00
Discount discount applied for bundled services	1	-1,750.00	-1,750.00

We appreciate your prompt payment. Payment for services can be made using a credit card or a check. You may use a credit card to pay for this invoice using the payment instructions provided. For checks, please make payable to:

Pursue Solutions, LLC
 9478 W Olympic Blvd Ste 301
 Beverly Hills, CA 90212

By remitting payment, you acknowledge that you have read, understand, and adhere to all Terms and Conditions provided here:

<https://dreamitandliveit.com/terms-and-conditions>

In addition, you agree that all payments made to Pursue Solutions, LLC are nonrefundable.

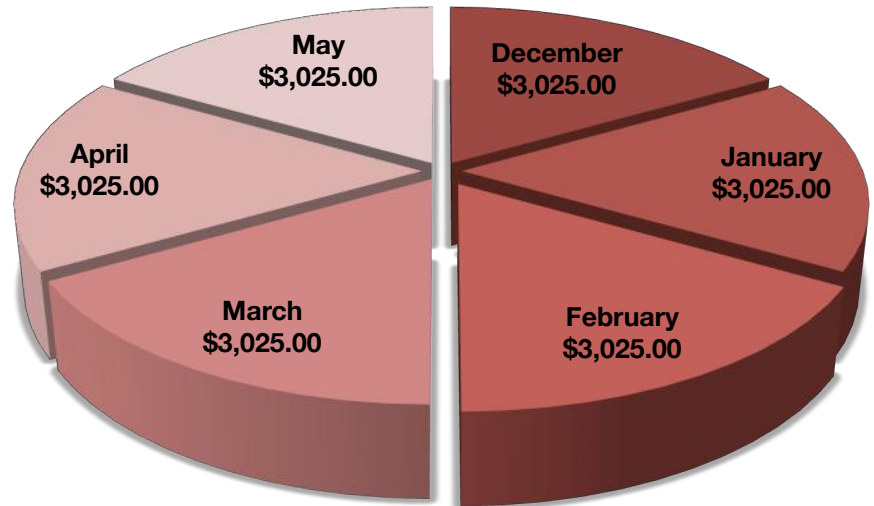
BALANCE DUE

\$18,150.00

Project Cost Monthly Breakdown

Project Cost Monthly Breakdown displays the fixed costs per month excluding variable costs. There is a total of \$1,000 in variable costs, which includes a \$1,000 budget for Project Management Reserves. Variable costs will be used when necessary as mutually agreed upon throughout the duration of the Project. If variable costs are not utilized, the Project Manager will return the total amount of variable costs via check to the Project Sponsor at the conclusion of the Project. Please see the Project Cost Analysis above for more detailed information.

Month	Amount
December	\$3,025.00
January	\$3,025.00
February	\$3,025.00
March	\$3,025.00
April	\$3,025.00
May	\$3,025.00
Project Cost Total*	\$18,150.00



Project Cost Baseline

The Cost Baseline for this Project includes all budgeted costs for the successful completion of the Project including \$1,000.00 for Project Management Reserves. Performance of the Project will be measured using Earned Value Management. The following four Earned Value metrics will be used to measure to Projects cost performance:

- Schedule Variance (SV)
- Cost Variance (CV)
- Schedule Performance Index (SPI)
- Cost Performance Index (CPI)

If the Schedule Performance Index or Cost Performance Index has a variance of between 0.1 and 0.2 the Project Manager must report the reason for the exception. If the SPI or CPI has a variance of greater than 0.2 the Project Manager must report the reason for the exception and provide the Project Sponsor a detailed corrective plan to bring the Project's performance back to acceptable levels.

Quality Management Plan

Project Sponsor, its personnel, Project Manager and the designated resource providers all play a role in quality management. It is imperative that all individuals ensure that tasks are completed at an adequate level of quality from individual tasks to the final Project deliverable. The following are the quality roles and responsibilities for this Project:

- The Project Sponsor is responsible for approving all quality standards for this Project. The Project Sponsor will review all project tasks and deliverables to ensure compliance with the WBS Project Schedule. Additionally, the Project Sponsor will sign off on the final acceptance of this Project's deliverables
- The Project Manager is responsible for quality management throughout the duration of this Project. The Project Manager is responsible for implementing the Quality Management Plan and ensuring all tasks, processes, and documentation are compliant with this Project Plan. The Project Manager will work with the resource providers to establish acceptable quality standards. The Project Manager is also responsible for communicating and tracking all quality standards to the Project Sponsor
- The remaining personnel of the Project Sponsor's team, as well as any staff members will be responsible for assisting the Project Manager in maintaining acceptable quality standards. They will also work to ensure that all quality standards are met and communicate any concerns regarding quality to the Project Manager

Communication Management Plan

The Project Manager will take the lead role in ensuring effective communications on this Project. The communications requirements are documented in the Communications Matrix below. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it, and to whom to communicate.

Communication Type	Description	Frequency	Format	Participants/ Distribution	Deliverable	Owner
Weekly Status Report	Email summary of Project status	Weekly	Email	Project Sponsor	Status Report	Project Manager
Weekly Project Team Meeting	Meeting to review action register and status	Bi-Monthly	Phone Meeting	Project Sponsor & Resources	Status Report	Project Manager
Project Monthly Review (PMR)	Present metrics and status to team and sponsor	Monthly	Phone Meeting	Project Sponsor	Status and Metric Presentation	Project Manager
Project Gate Reviews	Present closeout of Project phases and kickoff next phase	As Needed	Phone Meeting	Project Sponsor	Phase completion report and phase kickoff	Project Manager

Communication Conduct

- **Meetings:** The Project Manager will distribute a meeting agenda at least 2 days prior to any scheduled meeting and all participants are expected to review the agenda prior to the meeting. During all project meetings the Project Manager will ensure that the group adheres to the times stated in the agenda and will take all notes for distribution to the team upon completion of the meeting. It is imperative that all participants arrive to each meeting on time and all cell phones should be turned off or set to vibrate mode to minimize distractions. Meeting minutes will be distributed no later than 24 hours after each meeting is completed.
- **Email:** All email pertaining to this Project should be professional, free of errors, and provide brief communication. Email should be distributed to the correct project participants in accordance with the communication matrix above based on its content. All attachments should be in one of the organization's standard software suite programs and adhere to established company formats. If the email is to bring an issue forward then it should discuss what the issue is, provide a brief background on the issue, and provide a recommendation to correct the issue. The Project Sponsor should be included on any email pertaining to this Project.
- **Informal Communications:** While informal communication is a part of every project and is necessary for successful project completion, any issues, concerns, or updates that arise from informal discussion between the Project Sponsors must be communicated to the Project Manager so the appropriate action may be taken.

Directory of Project Communication

Project team directory for all communications is:

Name	Title	E mail	Office Phone	Cell Phone
Dr. Kausik Roy	Project Sponsor	roykmd@yahoo.com	(440) 212-5246	(440) 212-5246
Kareem Assassa	Project Manager	info@dreamitandliveit.com	(424) 240-9986	(310) 435-6723

Change Management Plan

There are several types of changes, which may be requested and considered for this Project. Depending on the extent and type of proposed changes, changes project documentation and the communication of these changes will be required to include any approved changes into the project plan and ensure all stakeholders are notified. Types of changes include:

- **Scheduling Changes:** changes that will impact the approved project schedule. These changes may require fast tracking, crashing, or re-base lining the schedule depending on the significance of the impact
- **Budget Changes:** changes that will impact the approved project budget. These changes may require requesting additional funding, releasing funding which would no longer be required, or adding to project or management reserves. May require changes to the cost baseline
- **Scope Changes:** changes that are necessary and impact the projects scope, which may be the result of unforeseen requirements, which were not initially planned for. These changes may also impact budget and schedule. These changes may require revision to WBS, Project Scope statement, and other Project Plan as necessary
- The Project Manager must ensure that any approved changes are communicated to the Project Sponsor. Additionally, as changes are approved, the Project Manager must ensure that the changes are captured in the Project Plan where necessary