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| **Project Name** | Coming to America Wedding | Project Number | 115 |
| **Project Team** | MGMT 404 May 2016 Team 2 | Prioritization |  |
| **Owner(s)** | Deandra Graham, Sharmell Bey, Jasmine Wimes, and Melanda Hill | Start Date: | May 7, 2016 |
| Scheduled Completion Date: | July 2, 2016 |

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| Mission/ Purpose | The purpose of this project is to plan and execute a wedding, bachelorette party, rehearsal dinner, and honeymoon. These tasks will include work packages of selecting invitations, selecting a caterer, and a cake. |
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| **Project****Description and Project Product** | This project will be Sharmell Bey’s dream wedding with a Coming to America theme. Deliverables will be given for caterer, cake and invitation selection; wedding ceremony venue and honeymoon selection, seating chart finalization of ceremony, rehearsal dinner, and wedding reception finalization; menu approval and cake flavor and design, photographer and dj, and the final deliverable will be for the final fitting of wedding dress and wedding party and wedding rehearsal. |
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| Objectives | This project is the wedding of Sharmell Bey and Jack Dorsey. Mr. Dorsey is the CEO of the Twitter social media site and this will be an event that will spare no expense. This is Miss Bey’s first wedding and she would like to have a wedding reflective of the Prince Jaffe meeting his arranged bride scene from Coming to America, to include dancers and animals. In fact, we are calling this the Coming to America wedding. Planning of this wedding will require every resource, as the clients have a short turnaround for the ceremony and honeymoon. This project’s budget is $25 million and everything will be done to make the wedding run smoothly and appear unhurried. This project allows us to make our mark in the wedding planning arena. Finalizing the guest list, choosing invitations and getting them in the mail for RSVPs are our first goals. Wedding party selection, attire selection and fittings are our next three goals. Selection of designers and planners, venues, buildings, cakes, and a wedding dress are also immediate priorities. |
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| **Business Need** | We will take on this extensive project with such a quick turnaround to establish our company as a force in this industry and to show that we can handle any project that comes our way. Miss Bey chose our project management team because no one else would take on her wedding in such a short time. She knows that we will throw all of our resources behind her event and ensure that every detail is covered. Mr. Dorsey is also one to impress because this could open up opportunities with Twitter. The first thing that we need to do is establish a Twitter account and tweet about the wedding details. This project will establish the couple and our company with vendors who will know make us a top priority in future endeavors. |
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| **Milestones**  | May 7, 2016 –Planning for Sharmell Bey wedding begins.May 9, 2016- Sharmell Bey finalized the guest list and updated addresses. May 13, 2016 –Wedding invitations and bridal shower invites were printed and mailed.May 14, 2016- Honeymoon location and dates were picked and began working on flights and hotels.May 15, 2016- Started shopping around for caterers, bakeries, planners, decorators, and dj’s to Miss. Bey’s liking.May 17, 2016- Start pricing hotel rooms, plane tickets. May 21, 2016- Select wedding venue; wedding rings sized.May 23, 2016- Select the caterer, baker, d d.j, and photographer. May 25, 2016- Miss Bey and family select a dress and tuxedo.May 30, 2016- Select bridesmaid and groomsmen attire. June 1, 2016- Bridesmaid and groomsmen sized and fitted for attire.June 8- Wedding rings arrive in the corrected size.June 9, 2016 Decorator and planner finalize the wedding.June 10, 2016- The songs for the wedding chosen.June 11, 2026 – The animals Miss. Bey wants are rented and ready for the wedding day.June 15, 2016- Flower girls and others started rehearsing for the wedding. June 22, 2016- Finalized the budget for the wedding.June 23, 2016- All flights, itinerary set.June 29, 2016- All guest and wedding personnel arrived in Atlanta.June 30th, 2016- Final rehearsalJuly 1, 2016- Bachelor and bachelorette party.July 2, 2016- Wedding date and Miss. Bey leaving for honeymoon.  |
| **Budget** | The estimated budget for this project roughly around or close to 8 million dollars. This estimated that is given can be subject to change, once we finalize everything. The couple are willing to change budget up to 25 millions if need be. |
|  | Estimated Labor | $2.5 million |
|  | Estimated Materials | $500,000 |
|  | Estimated Contractors | $1.5 million |
|  | Estimated Equipment and Facilities | $3 million |
|  | Estimated Travel | $1 million |
|  | **Total Estimated Cost** | **$8.5 million** |
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| **User Acceptance Criteria** | We have to be sure that we stay on budget for the wedding. Food that will be catered should be of good quality. That would mean that a tasting should be done to determine what is on the menu and that it meets the bride/grooms expectations. The guest list should be reviewed and completed by a certain date, this is to ensure how many guest will be arriving and we have to be sure that we get the rsvp’s in by a certain date so that we can determine how much food from the caterer’s will be needed and the cost so that we know how much is coming from the budget. The photographer has to be selected to ensure that the photographer is of good quality, we would need to see portfolio. Doing a cake tasting can complete cake selection making sure that the bride receives the size and design of cake desired. The bride’s wedding party has to be picked out and the sizing has to be completed. This has to be done in advance so that we make sure that it’s ready in a timely manner.  |
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| **High-Level Project Assumptions** | Some of the assumptions for a planning a high-end wedding with a budget of $25 million dollars include, the budget will be enough to cater for all expenses. We will be able to source a good reception venue with our budget. We will be able to get vendors with our huge budget, and they will be available for the specific dates. Our venue will be large enough to accommodate all our guests. All our invited guests will turn up. All family members and friends will attend. We assume that we will be able to find a resort that can accommodate so many in so little time, for such an extended stay which happens to take place during peak season. |
| **High-Level Project Constraints** | The chosen venue being too small for as many guests as the bride/groom would like to have attend. Having too many people could be a fire hazard and we may have to change the venue all together. Also, the venue that we choose could be unavailable on the date of the wedding. There is a time crunch and we may not have everything done by the wedding date. Depending on what the bride wants, we could possibly go over budget. We would have to be sure that there is someone available to officiate for the date that has been chosen for the wedding. We would have to be sure that when we need money to purchase something for the wedding, that it is available when a purchase has to be made to ensure that we remain on schedule. There could be a constraint that all of the guests invited are not able to attend the wedding. Depending on when the dress fitting is, the dress may or may not be ready in a timely fashion.  |
| **Exclusions and Boundaries**  | There will be no animal cleanup provided by our team. There will be not travel of our team to the resorts in Costa Rica; all arrangements will be made from Atlanta. There will be no alcohol provided by us, on flights to Costa Rica. There will be no inclement weather honeymoon changes unless there is a hurricane or tropical storm. Our agency has no control over the weather. |

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| **Major Risks** | Major risks associated with this project are unpredictable weather if there is an outside wedding. Food poisoning with the catered food and cake. Poor choice of venue that cannot accommodate all guests. Transportation of guests from hotel or resort. Photographer not making it on time to all events. Bride or groom standing left standing at the alter, must have an alternate plan if this happens. Last minute wardrobe failures. Cake not arriving to cutting on time. |
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| KEY STAKEHOLDERS |
| **Project Manager Authority Level** | Week 2 Project Manager is Deandra Graham |
| **Project Core Team** |  Deandra Graham, Sharmell Bey, Jasmine Wimes, and Melanda Hill  |
| **Subject Matter Experts (SMEs)** *(What resources will you need with special expertise?)* | Florist, Carpenter, Universoul CircusCake baker, Party supplierInterior designer, Caterer, wedding planner for venue recommendations |
| **APPROVALS** |
| Type Name | Signature | Date |
| Project Manager Approval | Deandra Graham | 5/17/16 |
| **Customer/Sponsor Approval** |  |  |