

Project Report Example

This is an example of a **Project Report**, starts on next page.

This example is shorter and simplified compared to what it would have been in reality – but its purpose is not to be used in reality but show you the structure and what should be included.

This example is not for commercial use – only an example.

Every project is different so you must adapt your report to your own project – what's needed, etc. Also different countries, states and other jurisdictions may have different regulations that needs to be reflected in your report. Different places also have developed different types of project reports and how detailed etc they have to be. I have seen quite short reports from USA and very long and detailed ones from India. Also, different industries and type of project needs different needs, like its different to put up a project for producing environmental good electric parts than it is to put up a cafeteria.

Reuse all text you already have written for the report, if any. But, if needed, improve text quality and in the end add suitable images, diagrams, etc that could be useful and improve its level of impression that the reader will feel.

Please note that in the report various attachments are mentioned – but they are not included in this example.

This example includes own material and images/photos from Pexels.



Project Report

Website for Women who expect a baby

This project has as its main purpose to become an important website for Women that expects a baby. It will include information, events, an online shop, and more.

This Report

Summery	4
The Project	5
The Startpage	5
The Information Section	6
Expecting a baby – facts	6
What to think	6
Questions & Answers	6
Forum	6
Blog	6
Podcast	6
Links	7
The Event Section	7
Online Events	7
Offline Events	7
Earlier Events	7
A Web Shop	8
Our Products	8
Garments	8
Practical Things	8
Vitamins Etc	8
Books Etc	8
Birth Packages	8
Outside the Web	9
Head Office	9

Product Store & Handling.....	9
Event Management	9
Social Media.....	9
Design & Production	9
External Sales	9
Concept Online Shop and Website	10
Membership.....	10
Members and Customers	10
Competition	11
Online Shops	11
Physical shops	11
Combination.....	11
In the Future	11
Sales & Marketing.....	12
Marketing.....	12
Our Web Page	12
Our Brand	12
Our Events.....	12
Sales	12
SWOT Analysis	13
Strength.....	13
Weaknesses	13
Opportunities.....	13
Threats	13
The people behind the project.....	14
Time-Plan	15
Economy and Budget.....	16
Start-Up-Period	16
Budget	16
Cash Flow	17
Other attachments	17

Summery

This project includes putting up a web site for women that expect a baby. Then to have an online shop integrated, events online and offline and an own brand for garments and other products for pregnant women. After 3 years also start with a physical shop and later turn this into franchising as well. This project will include activities on several different social media. The company will have about 15 people working full or part time when the project is in full swing after 6 months of activity.



The project will have 2 million as invested capital and make a loss year one but earn over 5 million over the first 5 years. Shares are expected to go from 10 per share up to over 50 per share. As seen in attached documents the budget has good margins and reserve capital for unexpected events.

Competition will be there but based on the special combination of information and products where both sides will be strong we believe we will be somewhat unique and have competition advantages as users will find “everything relevant” at a single web site.

We believe this will be a positive and successful project. Not at least as the people behind the project comes from professionals and experienced investment companies. Also, the fact that the project will start in a grander scale from start will allow it to establish itself in a shorter time.

The Project

This project will have an advanced web page at its centre. Activities on the web page will include:

A Startpage

An Information Section

An Event Section

A Web Shop

An About Section

The Startpage

The Startpage will have a nice attractive look with an easy overview and easy links to the various parts.



The Information Section

The information section includes facts and info.

Expecting a baby - facts

What to think of

Questions & Answers

Forum

Blog

Podcast

Links

Expecting a baby – facts

This part will be handled by a medical doctor who first writes the basic info and then, when needed update the info. Including difficult things as miscarriage, etc.

What to think

General advice. A mother with 3 children that also is a teacher in psychology will be responsible for this.

Questions & Answers

Based on frequent questions on this site and that we know other ways will be used to create this section.

Forum

Here the visitor to our site will be able to discuss different subjects. To be monitored by two of our staff.

Blog

This blog will be the responsibility by our Managing Director.

Podcast

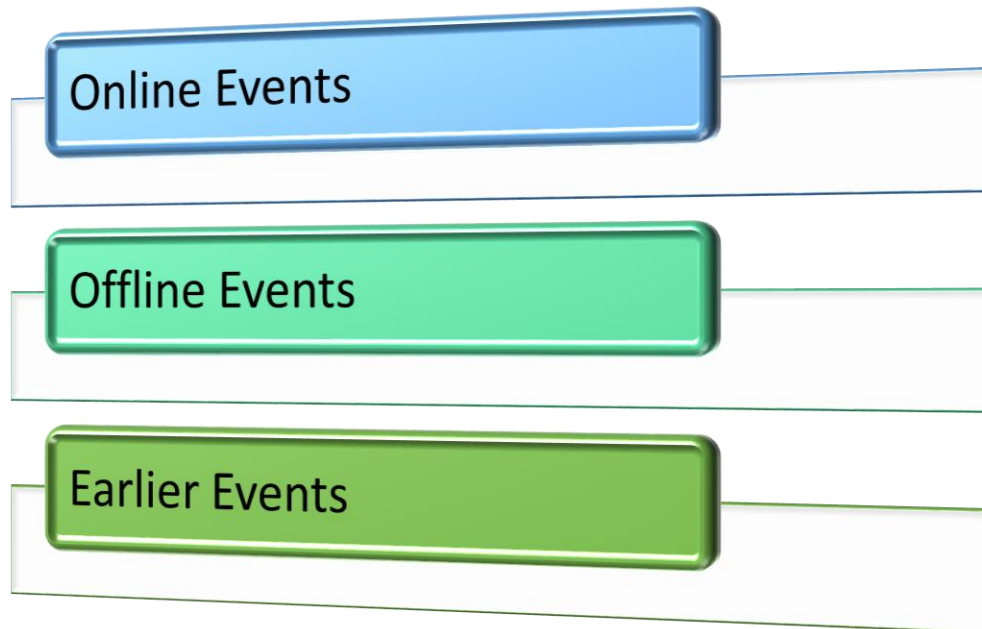
Podcasts that can be listening to when the mother-to-be is traveling or at home. We will build up a series of pods that's will be numbered from 1 to 10 where each one of them will be suitable for a different stage of the pregnancy. The Podcast will also include additional pods that will be produced in 14-night periods.

Links

A link page with links to YouTube-films and also to other external web pages that's relevant and who do not compete.

The Event Section

The event section will include 3 things.



Online Events

Each Online Events will have one or more speakers that will speak about a subject. Subjects will change from time to time. Online participants will after the speech/speeches be able to ask question by typing them into the system.

Offline Events

Slowly we will build up offline events as well. We will visit different cities and exhibitions, etc. And in connection to that invite speakers and participants (at exhibitions it will be like a drop-in). Some of the offline events will also be sent out online and/or go out as a live podcast.

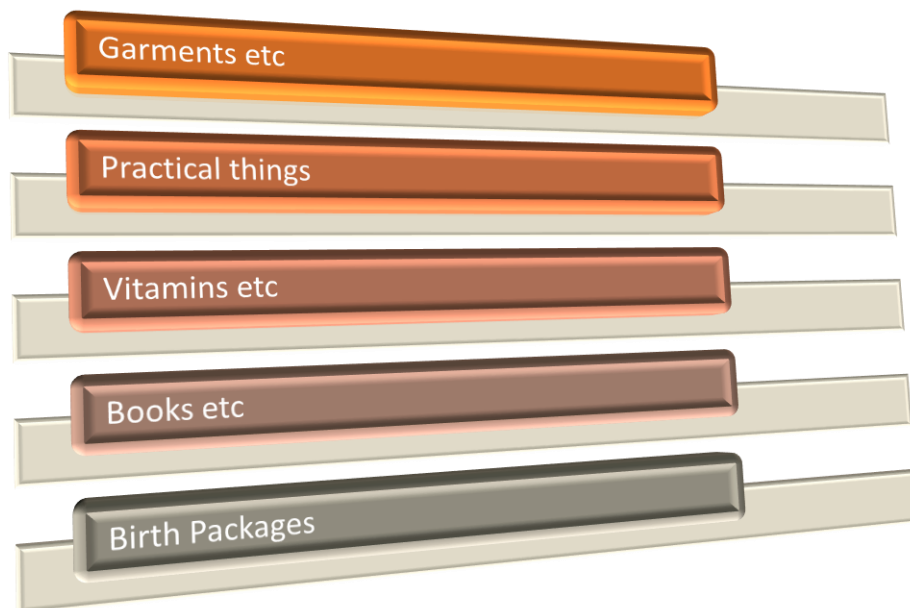
Earlier Events

Some of the earlier events will be available to see or listen to as YouTube films and/or podcasts.



A Web Shop

A web shop where the site visitor can shop products suitable for a woman that is expecting a baby. Products will include:



Our Products

We will have two types of products in the shop.

Own Brand

The own brand will be designed by us and produced for us by different factories mainly in Asia. Our own brand will be sold online by us but also offered to physical shops. As the branded garments will have our own web-address included they will also serve as getting traffic into our website.

External Brands

We will also purchase suitable products externally.

Garments

Garments, shoes, etc. High quality at good prices.

Practical Things

There are many different practical things and we will add suitable to our web shop. Pillows, Bra extenders, Hot water bottles, Signboards for cars and ..., and so on.

Vitamins Etc

Vitamins, Oils, Protein products and much more.

Books Etc

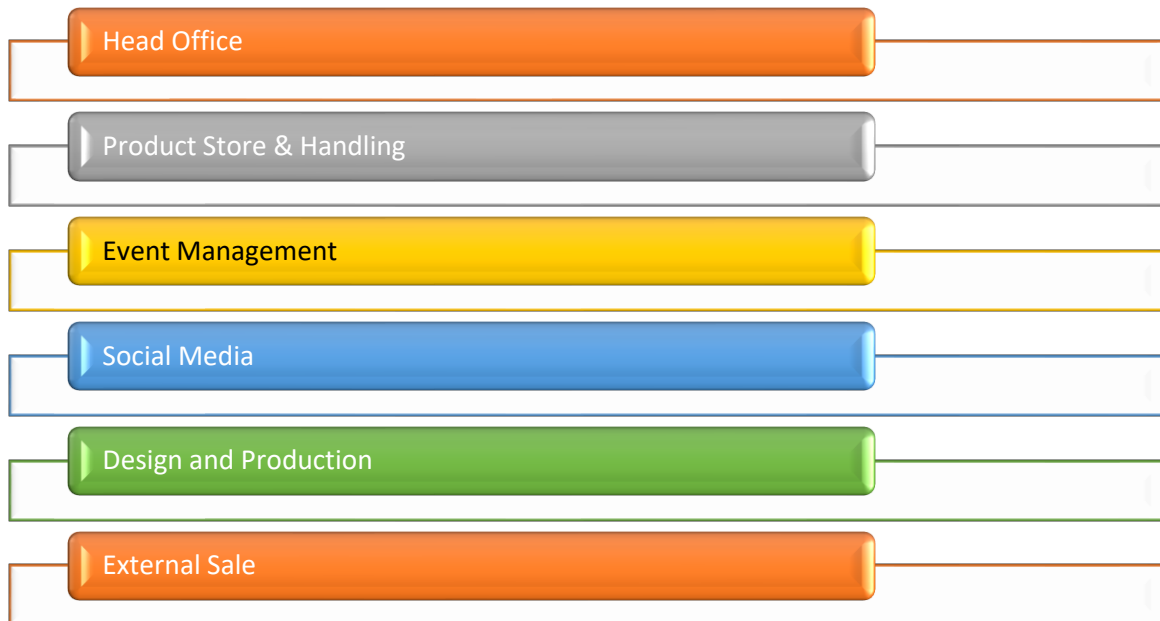
Books and other useful such things. Books about expecting a baby. But also literature like novels etc that feels relevant will be sold.

Birth Packages

We will have special packages that include all kind of important things needed after the baby is born. Totally there will be 11 different such packages.

Outside the Web

We will also have activities outside the web itself



Head Office

The Head office function will be in a building that we rent. Management, planning and economical issues will be handled here.

Product Store & Handling

We will use an external company that are specialists on storage, packing for customers and sending out goods. But we will have one half-time person on the head-office responsible from our side.

Event Management

One person will be responsible for developing, coordinating and manage our events.

Social Media

We will have one main employee and one assistant responsible for Social Media. Coordinate and develop Podcasts, Blog, YouTube, Facebook, Twitter, ... and so on. The newsletter is also under this.

Design & Production

Here we will develop ideas, design, and coordinate with factories.

External Sales

2 persons will be responsible for selling our own brand to physical shops.



Concept Online Shop and Website

Women that expects a baby enters a new phase of their lives during this period. Some will do it for the first time and will have many questions, others are more experienced and even if still needing advice it's probably the products that interest them more. But also events etc.

The main Concept is that we combine lots of useful information with an online shop. Some visitors will initially look for the information but may also end up buying something.

We are unique in the way that we combine:

- Within a given geographical area (Area A) gives full and fast delivery.
- To some other areas outside our main area offers delivery by post or courier.
- Our site will include lots of information about pregnancy, giving birth and the first 3 month of the life of the baby.
- We will have a useful Newsletter sent out on weekly basis. When the user subscribes to the newsletter, she will tell us if she expects a baby or not, and if so when the baby is expected. Based on this info the Newsletter will contain parts that is targeting the reader. Let say that she is in an early stage then info on going through a pregnancy will be included. Or if in a bit into the pregnancy info on garments and other products useful at that stage will be explained. Or in the end of the pregnancy the newsletter will talk about giving birth and offer a "first package" for the new baby, offers for baby insurance, and so on.
- Garments for the various stages of the pregnancy will be offered in the online shop. Also, other products suitable including special vitamin packs.
- Books etc will also be offered, and chairs for pregnant women, and products for taking care of the baby the first 3 month.
- We will also offer online seminars in suitable subjects. Subjects about practical issues, sometimes with a doctor or a midwife or a psychologist.

Note that women expecting a baby definitely would like a single-point-everything-about-pregnancy-web-site.

Membership

Importantly we will offer memberships that includes the Newsletter, Discounts, Special invitations, and so on.

Members and Customers

It is estimated that 95% will be women, and 80% will be expecting a baby or will just have got a baby. By age: 17-38 will dominate.

By education:

Category	%
No or less educated	5
Minimum compulsory	20
Medium	25
University	50

Competition

There are products sold in both physical shops and online for women that expect a baby. Also, there are several places online and offline that have information to women that expects a baby. However, we are meeting this by a heavy combination of

- Both products, and
- Loads of information

We will represent a unique *"find everything you need"* when expecting a baby. On top of that we will have a hard marketing, especially in the early stages.

Online Shops

Most online shops that sells products for women that expect a baby are also selling products for those not expecting a baby, and often also for men and children. Our ultra-clear target of only those expecting a baby will make us different, that's a part of our USP – Unique Selling Point.

Physical shops

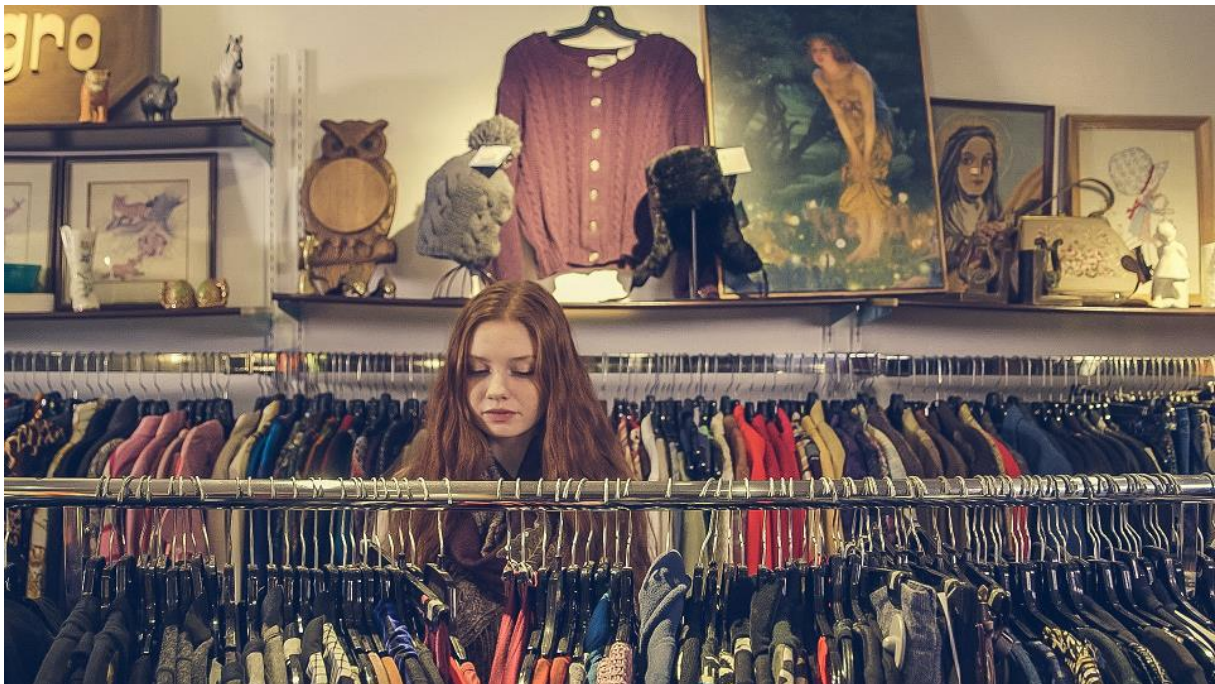
Most physical shops, as with the online shops, are not specialists on those expecting a baby so we will have a bigger number of such products compared to most, if not all, physical shops.

Combination

The combination of strong information, facts, etc with products is a combination that most competitors does not have.

In the Future

We must, however, be open for the risk of other companies opening similar shops as we will have. For this we will be prepared with extra marketing efforts if and when that happens.

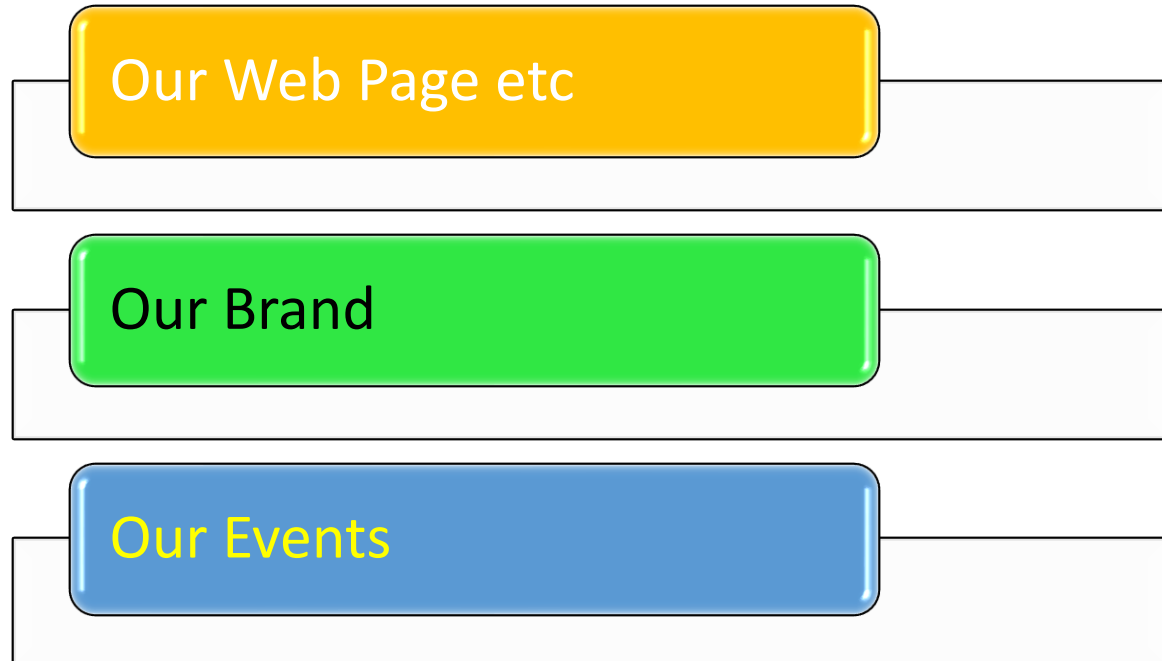


Sales & Marketing

We will work with both sales and marketing.

Marketing

Our marketing will cover 3 main areas



Our Web Page

We will market our web page online, in social media, etc. We will also have posters and flyers that we will offer to various places where women that expects a baby will visit, like maternity clinics etc. When a person register herself as a member the posters and flyers will have a code that they can use and this code let us know which place the new member has become a new member from. This info can also be used, if let say the maternity clinic so wants, they get 2% on all sales to any such member that has used their code. We will take parts in some exhibitions where we market all our products and services.

Our Brand

As we will sell our own brand both via our web shop and external third-party physical shops we will have a special marketing for that brand. This will also include Radio and TV commercials. And we will try to have some well-known celebrities that, when they expect a baby, to be a part of this.

Our Events

Our own events will, apart from be marketed via our web site, our social media, etc, also be marketed via radio. And local events will also be marketed locally with posters, radio, and Newspaper advertisements in respective actual local area. Locally we will also work with other local companies, organizations and individuals that make sense for respective event.

Sales

We will have salesperson or persons working with selling our own brands products to third party shops. This may include taking part in Exhibitions for such shops.

SWOT Analysis

Strength

Our strength is based on the following:

- We have a team of people and companies involved in this project that have knowledge, plus we have identified a concept and a market that is not covered for this type of online webpage and shop by anyone else.
- With people with own experience and good knowledge of pregnancy we know the questions often asked, the challenges and products that makes sense.
- We will have an advanced and good and safe Website.

Weaknesses

Our weaknesses may include:

- Less experience in marketing
- Most people involved will work on part-time basis.
- New customers, expecting a baby, may last for 2-9 month as customers – then we must find new customers, even if some may revert later when having a second, third, etc baby.

Opportunities

- There are many women in the area that are expecting a baby, and “the supply of new possible customers” is a never-ending story.
- The combination of info and products to sell means that presumptive buyers that arrive on the web site for information then also may purchase products.
- We will create relation with organisations (and perhaps companies) for increasing the number of the visitors to our web site. Different women organizations are an example. Perhaps also relationship to Women magazines, and companies selling products to women can generate mutual benefits that in the end increase our own sales.

Threats

- The main threat would be if we for whatever reason get a bad reputation due to some reason. Individuals complaining in public, newspaper articles that are negative, and so on. We will have a brainstorm seeing what can go wrong like this and then prepare in advance by having a policy how we meat such threats.
- If there is a problem with our suppliers regarding quality and/or delivery on time, this would also be bad for the business. So, we must optimise the search and selection of suppliers.



The people behind the project

This project was initiated by Mrs Martha Waymark. She is a mother of twins and has been working with some other projects. She is an economist specialised on economical issues when a company grows bigger and must scale up. She will be the Managing Director (MD) of this company. She will have 20% of shares.

Another person behind the initiative is Miss Lara Scott. She has long experience being a store manager in a shop for ladies' garments. She will have 10% of shares. She will be one of the directors.

The third person behind this initiative is Mrs Kavita Singh. She is a mother of four and have had many posts in big NGOs (NGO=Non-Governmental Organizations), including Chair and President. She will have 10% of shares. She will be the director and chairperson of the board of directors.

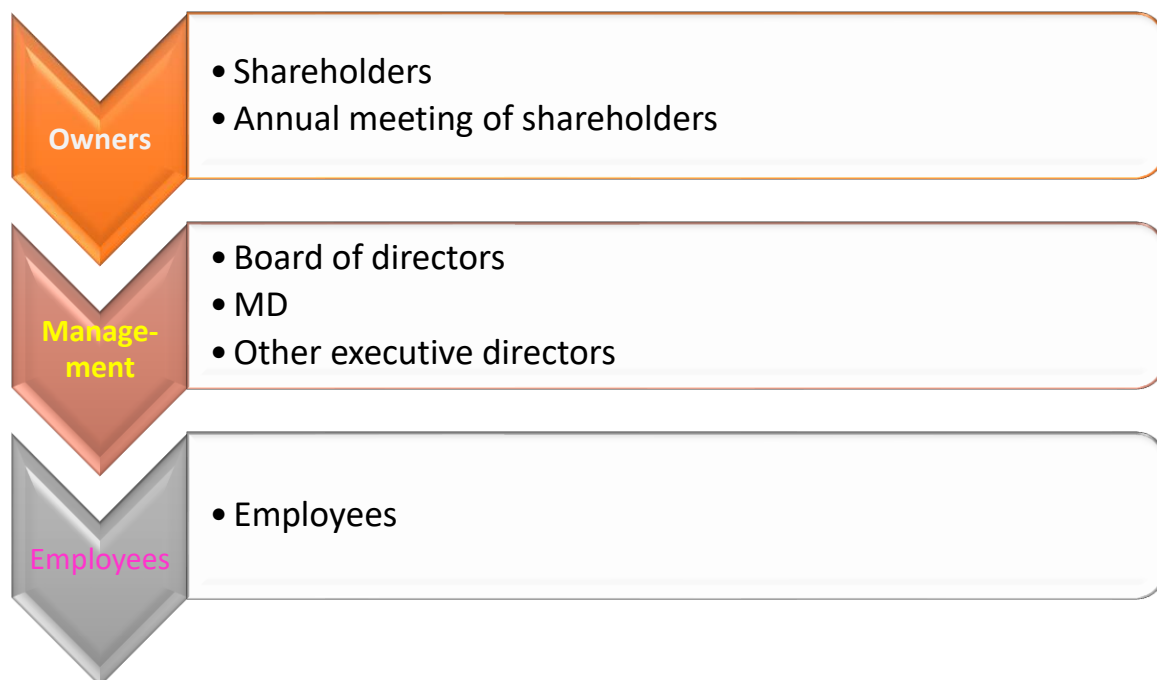
Labyrinth Investments has decided to take part and are experienced in medium sized Start-Ups. They want an exit after 3 years. They will have 20% share. They will have one non-executive director on the board.

Cron Development company has also decided to take part and are experienced in garment industry brand development. They want an exit after 5 years. They will have 20% share. They will have a 50%-time executive director on the board.

Balance 10% shares are divided on 15 individual persons. See appendix 1 for more info on shareholders.

Apart from this several other individuals and companies and organizations are involved one way or another. See Appendix 2.

Then the company will have about 8 people employed over and above the directors.



Time-Plan

April Year 1: Register the company as a private limited company, hold first meetings. The working group report and then transformation from working group to Board of Directors.

May Year 1: All owners deposit their investments in the company against shares. Moving into the Head Office. Designing first products. Contacts and prices from other suppliers. Buying the decided web page and upgrading it to work with our project plan.

June Year 1: Ordering own designed products. First employees arrive.

July Year 1: Ordering products from other brands. Web site up and running fully.

August Year 1: Products arrive. Salespersons arrives and start marketing own brand. The third-party store activates.

September Year 1: Official Inauguration on 15th of September after heavy marketing.

October Year 1: Initial Start-Up-period over, company up and running at full speed. First events.

November Year 1 to March Year 2: Full concentration on getting everything to work smoothly and change and update things that does not work fully.

April Year 2 – September Year 2: Achieving that everything works fine and regular events, take part in exhibitions etc.

October Year 2: First planed expansion by bringing in new types of products and by starting proper marketing outside the main area.

November Year 2 – August Year 3: Full activity. In August upgrade from Private Limited to Public Limited company.

September Year 3: Getting listed on the stock market. And Labyrinth Investments sell of their shares to the stock market, leaving the project.

October Year 3: Opening our first physical shop, a concept store to open up a new wing of the business idea and plan. Will be in a shopping centre.

November Year 3 – April Year 4: Full activity.

May year 4: Open up for franchise shops based on the concept store that we opened in October year 3.

June year 4 – April year 5: Full activity plus opening at least 10 franchise shops.

May year 5: Cron Development company leaves the project by selling its shares.

Economy and Budget

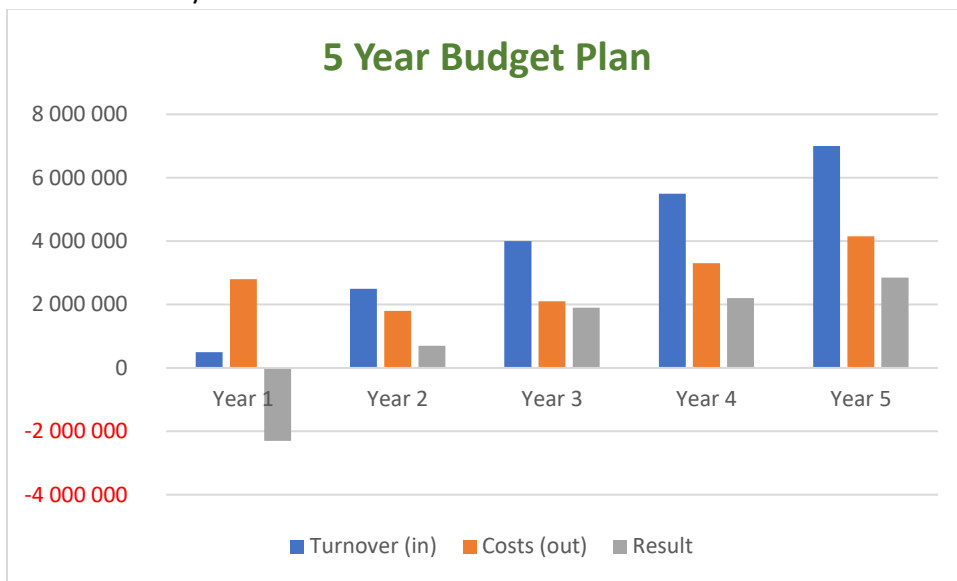
The economy will be based on calendar year. April – December Year 1 will be defined as the Start-Up-period. After that, the business will be seen as regular.

Start-Up-Period

This period will need 3 million. The shareholders will contribute with 2 million in equity. Rest will be primarily by loan but also by other types of financing. Details as seen in Appendix 3.

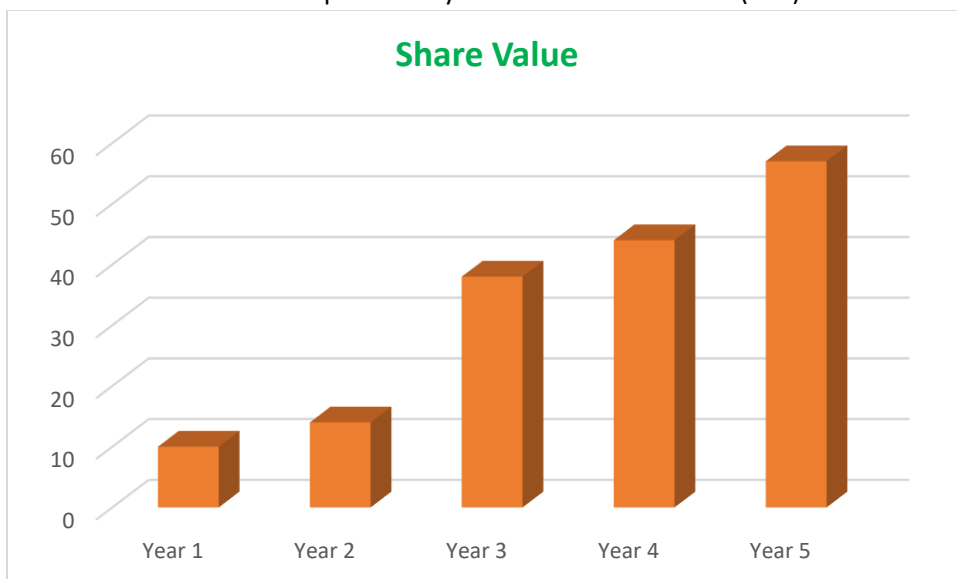
Budget

A 5-year budget has been developed and shown in Appendix 4. Year 1 is April – December first year. Rest are January to December.



Summery 5 year: Turnover 19,500,000 with Costs 14,150,000 and profit 5,350,000

Shares started at value 10 per share year 1. Estimated values (ruff):



Share Value year 5, estimated to 57 compared with 10 at start.

Invested money increased by 5.7 times in value.

Cash Flow

Cash Flow as per Appendix 5 shows that the project should be OK and always have cash in hand. Lowest margin will occur in September Year 1 with 20,000 in hand as minimum. No dividends to owners before year 4. Average Cash margin over time is 430,000 in this plan giving margin for unexpected.

Other attachments

Appendix 6: Images from the web site including the web shop that is under development. Includes descriptions of content and how people can use the same.

Appendix 7: List of suppliers for garments and accessories for pregnant women.

Appendix 8: List of books that will be included in the web shop from start.