

Community Enterprise Solutions: Project Management

The 17 P's

Problem
What are the problems/needs that this venture seeks to address (i.e. what is the current situation)? <ul style="list-style-type: none">• Health• Economic• Environmental
Purpose
What is the purpose of this entrepreneurial venture?
People
Who is the target client for this product (demographics) and why?
Positive Impact
How big is the market for this product? What are the positive impact(s) that it will have on : <ul style="list-style-type: none">• The entrepreneur• The entrepreneur's family• The client• The client's family• The community• The organizational leader• Our organization
Product
What is the solution (detailed description)? What are some same or like solutions being offering in the market? Is this product ever donated in the communities where it would be sold? What is unique about the solution? How does the product address a here to for unmet community "demand"? Does the product lower costs or increase revenues for the client and/or his/her family? Is the product portable? Are there complementary products that will or can be sold?
Price
What is the price that the product will be sold for and how was this price point arrived at? What are the prices for like or same products in the market? What is unique about the pricing of this product? Will the client pay for the product at the time of purchase? If the client will pay for the product in installments how will this be structured? Will the price provide a compelling profit margin to local entrepreneurs?
Place
Where will the product be sold? Are their similar products being sold in this place? What is unique about the place where this product will be sold? Can a logistical structure be built that gets the product to the appropriate point of sale? Is there sufficient market in the region where the entrepreneur will be working?

Promotion

What are the promotional techniques that will be employed?

- Flyers/posters
- Word of mouth
- Online/print advertising
- Other marketing materials

Where will this product be promoted?

What is unique about the contemplated promotional techniques?

What is the name of the product and why?

How will the entrepreneurs work with local associations, cooperatives, etc. to help promote?

How will the entrepreneurs work with village leaders such as mayor, pastors, etc. to help promote?

What is the cost of the promotional techniques?

Performance

How will performance will be measured for the following constituents:

- The entrepreneur
- The entrepreneur's family
- The client
- The client's family
- The community
- The organizational leader
- Our organization

How will success be defined over the:

- Short term
- Medium term
- Long term

Providers

What is the profile of the ideal entrepreneur to sell this product?

How will entrepreneurs be identified?

Will there be people willing to dedicate the appropriate amount of effort to make the venture successful?

How much time per week must an entrepreneur spend to make this successful?

How much will entrepreneurs profit per hour?

What is the opportunity cost for the entrepreneurs?

What are the special skills (if any) that the entrepreneur needs to acquire to sell the product?

Does the sale of this product require different entrepreneur skills than other products currently offered?

Can local entrepreneurs be trained to sell and/or construct the product?

Will entrepreneurs be working solo or in teams/groups and if so why and how?

When will the entrepreneur be able to create highly targeted village-based promotional campaigns independently?

Can entrepreneurs be trained to assume leadership roles as the venture grows?

Promoters

Who will promote this product?

Is there the potential for promotion by entities other than entrepreneurs?

Purchasers

Why will the target market purchase this product?

Why won't the target market potentially purchase the product?

What can be done to overcome the reasons why people may not purchase the product?

What can't be done to overcome the reasons why people may not purchase the product?

Out of every 10 clients “contacted” how many will be expected to purchase?

Personnel

Who will lead this venture internally?
How will personnel train the providers and on what content?
When will the need for training cease?
How much time will personnel have to dedicate to this venture?
What is the personnel cost?
What will personnel have to learn in order to become experts at leading/guiding this venture?
Will leaders be able to take over the role of personnel?
If so, when and what mechanisms will need to be put in place?

Processes

Where will the product/raw materials be purchased?
Are any special licenses or certifications needed to purchase the product?
Who will purchase the product/raw materials?
How will the product/raw materials reach the entrepreneur?
How will the product/raw materials reach the purchaser?
Where will the inventory be stored?
Who will manage the inventory?
What types of reporting systems for inventory and sales will be used?
How will the accuracy of the reports be ensured?
Will the entrepreneur be able to manage the purchasing and inventory process?
What additional resources are needed to achieve success?
If not, how will he/she be trained to do so?

Potentials

How large can this venture grow?

Projections

What is the initial investment needed for this venture?
When and how will profitability be achieved (break even)?
How scalable and replicable is this venture?

Plans

What is the expansion strategy for this venture?