Business Solutions Center
Henry B Tippie School of Management

Project Scope Samples

Sample 1: Business Model Analysis
Project X is an initiative to identify, explore and develop possible alternative business models to improve overall profitability in the future. The project aims to evaluate the risk profile of X company’s current business model, which is based on X. The alternative business models explored and proposed by the team will attempt to move away from the current approach. Once a new business model(s) is agreed upon by company X and the team, a feasibility study will be conducted by the team for the identified business model(s).

Sample 2: Market Analysis and Product Introduction
The scope of this arrangement includes an analysis of the market for X company, particularly identifying firms within X industry and X sectors that could be potential clients and users of product X. This arrangement also includes an assessment of the current competitive landscape, including what products other firms in X industry are pursuing, if there are similar products in the marketplace, as well as different available substitutes. The scope includes identification of product X and positioning in the minds of consumers (insert example consumers), in an effort to determine what value added should be conveyed/marketed to potential clients. Additionally, the project team will investigate a sustainable business model to be able to support an increased client base. The arrangement concludes with the deliverance of a viable and sustainable marketing plan for X company to make X product a profitable business product.

The scope does not include specific sales or marketing efforts. It does not include the creating of physical marketing materials, but rather a plan of how to reach out to potential clients. This arrangement does not involve any implementation, outlining how to train firms to incorporate the product into operations, or regeneration of the marketing to accommodate firm-specific needs. Finally, the scope does not include any technical product development responsibilities.

Sample 3: Analysis of Existing Product/Pricing Data for Profitability Improvement
The scope of this arrangement includes analyzing existing product lines that represent X% of profits for X company. Company X will provide historical data for these product lines. The team will analyze data to uncover causes of price variability and present recommendations which may reduce variability and improve profit margins. The team will also provide a comprehensive report that illustrates cluster analysis and factors affecting pricing variability and provide a predictive pricing model.