

INTRODUCTION

innoWi needs to prepare a development plan to keep the track of the process of the project of it, which is building the wireless charger, WiCharger. For this purpose, every task is determined and every single of them is followed by the responsible person in the company and checked by CEO.

In this document, innoWi gives the definitions of the tasks and makes key comments on them which are presented in the development plan which is prepared by using MS Project.

Start and due dates of the tasks are given below accordingly in each line.

DEFINITIONS AND COMMENTS

Line 1: WiCharger

This line shows the project of innoWi which is to be handled between 10.10.2011 and 01.06.2012. This is a cover for whole project, which means once this is completed, and then the whole project will be closed.

Line 2: PROJECT PROPOSAL ACCEPTANCE

This is the first milestone of the project. It addresses to the beginning of the project. Works of innoWi starts with this milestone which is dated 10.10.2011

Line 3: RESEARCH

This is a cover line for all the research process going on during the project. It starts on the same day of the project start and lasts simultaneously with the project.

Line 4: LITERATURE SURVEY AND COMPETITION RESEARCH

This is the first step of research on WiCharger project. It is the period of making a pre research to collect the necessary information on the market and its structure. By this research, it is aimed to understand the dynamics between the market and our competitors. Additionally, this research shows from where to start to project. This stage takes place between 10.10.2011 and 24.10.2011.

Line 5: RESEARCH EXPERIMENTS

This part is supported by the literature survey and competition research and helps design engineers of the company at the point of understanding and following first basic steps to build the prototype of WiCharger. In the mean time of starting of this step, it can be said that prototype building also starts, which is going to be discussed in Line 38. Start date of this step is 19.10.2011 and it ends on 30.12.2011. Under this segment, 3 main researches can be counted which are told in lines 6, 7, and 8.

Line 6: EXPERIMENTS ON PROTOYPE

Here, experiments going on the prototype are meant. These experiments are also included in the research segment of the project since they support it. Right after the prototype is built and presented; such experiments are conducted until the end of the project, to have a better and more stable product.

Line 7: DESIGN AND SPECIFICATION

This umbrella segment for 4 other segments shows the process of designing WiCharger and making the basic specifications on the company and product.

Line 8: RESPONSIBILITY DISTRIBUTION

Responsibility distribution among company is conducted in this time interval. Positions and responsibilities of the founders of the company are described and they are grouped to work more efficiently and focused. This period is 3 days between 12 – 15.11.2011

Line 9: DEFINING PRODUCT REQUIREMENTS

Answer to the question of “What customers expect from WiCharger?” is tried to be developed. This step supported company to design a product which is answering the customer needs. This slot is scheduled between 03.11.2011 and 18.11.2011.

Line 10: QFD INTEGRATION

QFD (Quality Function Deployment) method is followed in this step and charts handed by this procedure are integrated into the product requirements. Such a work is helpful since it adds technical value to in the step of determining the requirements. By this way a more successful product is aimed.

Line 11: DEFINING PRODUCT SPECIFICATIONS

In this step, collected data and information from the steps of product requirements and QFD integration are converted into the engineering language. innoWi tried to find ways to achieve the desired product and described the ways to reach to that aim. This is a step of 6 days which starts by the end of QFD integration on 21.11.2011 and goes on until 28.11.2011.

Line 12: CORPORATE IDENTITY

Defining a corporate identity to innoWi is another responsibility in this project and it takes place between 17.10.2011 and 10.02.2012. At the end of the period a corporate identity is aimed to be had for company. This identity will be recognized by the producers, customers and investor and it will be the face of innoWi. Corporate identity is constituted by 3 stages told in lines 13, 14, and 15.

Line 13: WEB PAGE

Web page is very important for innoWi. It is the promotional face and the sales tools for the company. Additionally, when the rising efficiency of internet is thought importance of web page can be understood better. Efforts to build a valuable web page started on 25.10.2011 and ends on 02.02.2012.

Line 14: PRINTING CORPORATE IDENTITY

This is the procedure of printing the documents and keeping record of them.

Line 15: VISUAL MATERIAL DESIGN

This step is also an important one for innoWi. All logos, headers, business cards and designs of such material are handled by the company to be more fascinating in the eye of customers and investors. This period is between 17.10.2011 and 02.12.2011

Line 16: MARKETING

Marketing term is a broad one and it is given in details in the next lines. Marketing goes on between the dates of 21.11.2011 and 01.06.2012

Line 17: MARKET RESEARCH

Market research is conducted to understand the basic dynamics between the wireless charging market in Turkey. Several data collected from the governmental websites and under the light of these preparations of a market plan are done.

Line 18: MARKET SURVEY

To gather the first hand information and to be precise on determining the target customer, a market survey is conducted by innoWi. Results of the survey are also supporting material for the market plan.

Line 19: PREPARING MARKETING PLAN

Right after finishing the market survey on 08.12.2011, marketing plan has started to be prepared. Marketing strategies of innoWi are decided in this plan and a path to follow on the project is handed. This plan has many details in it which are supported by data collected before and the information had before. It was finished on 19.12.2011

Line 20: PREPARING PROMOTION AND ADVERTISEMENT STRATEGIES

This is exactly the part where the determined strategy in marketing plan is converted to real life practices. Promotion and advertisement strategies are topics of innoWi until the end of the project and they are going to be tried to improved by company in the period.

Line 21: FINANCING

As understood from the heading innoWi needs to keep the track of the financing activities of it until the end of the project.

Line 22: FINANCIAL ANALYSIS

As done before in other assignments, an analysis is necessary to understand the situation better. Here a financial analysis is done by innoWi participants and it should be finished until 22.12.2011

Line 23: PREPARING FINANCIAL PLAN

Just like preparing a marketing plan, innoWi needs to prepare a financial plan too. In this financial plan, strategies and possible ways to finance the project will be discussed and the optimum way will be looked for.

Line 24: STOCK MARKET RESEARCH

Since innoWi is going to participate in stock market starting from 14.03.2012, a research is necessary for the preparations. innoWi will be positioned in these researches.

Line 25: STOCK MARKET PREPARATION

An extra preparation for stock market is necessary. Stock market is one of the most important checkpoints of the project and it should be taken very seriously. To meet the demands, advertisement and finance strategies will be discussed during this period and last controls will be handled.

Line 26: TRADERS CONFERENCE AND ENTRANCE TO STOCK MARKET

This is a critical and crucial point for innoWi. Success on that day, 14.03.2012, is most probably the key of success of this project. Investors constitute the core of the buyers of WiCharger during the coming months after that day and they will contribute to the rise of innoWi. Because of these, line 26 marks a milestone for us. That day, a strong presentation of the company and product is aimed to penetrate the other companies in the market.

Line 27: OBSERVATION OF STOCKS

innoWi needs to keep the track of its stocks after the entrance to the stock market. Rise and falls in the stocks of the company will affect the financing activities of the company and because of these it is important. This observation period definitely end by the end of the project.

Line 28: MEETINGS WITH TRADERS

innoWi believes that it can reach a high number of investors during the traders conference. However the before built relationships with investors should be kept at the highest possible level all the time. Additionally, we want to reach to the investors to whom we may not able to tell ourselves in the proper way. For such purposes, meetings with traders will be hold until the end of the project.

Line 29: PRODUCTION MANAGEMENT

This period covers the mass production of WiCharger. Details are given in the next lines.

Line 30: PREPARATION FOR PRODUCTION

Places, machines and labor which are necessary for production will be arranged in this period. It starts on 15.02.2012 and end on 25.02.2012.

Line 31: OPTIMIZATION TECHNIQUES AND HEURISTICS

Producing the optimal quantity in the best and most efficient way is one of the biggest issues of this project. By using IE techniques innoWi will try to reach the best technique in its production period. This period includes the improvement of production and tries to benefit the most modern ways.

Line 32: MASS PRODUCTION

This is the time for producing WiCharger in mass amounts.

Line 33: QUALITY CONFIGURATION MANAGEMENT

Quality is a key in the production of WiCharger. Quality activities start on 14.11.2011 and do not end until the end of project.

Line 34: DOCUMENTATION

Documentation seems unimportant and simple but it is one of the key factors on the quality configuration of innoWi. Keeping the records of reports and versions of reports and prototypes will help on getting the quality certificate for WiCharger.

Line 35: ARCHIVING

Archiving is strongly tied to documentation. An archiving system is decided between the company and documents handed will be kept according to this system for whole project.

Line 36: QUALITY CERTIFICATION

Quality certification approves that WiCharger is appropriate according to worldwide quality standards and it give liability to innoWi. Because of these certification period needs attention on it. All documents and necessary qualifications should be ready until the deadline of this certification date which is 02.03.2012.

Line 37: PROTOTYPING

Prototyping is the first step to move to mass production.

Line 38: PROTOTYPE BUILDING

According to collected data and experiments conducted, a proper prototype of WiCharger must be ready until the end of December 2011.

Line 39: PROTOTYPE CONTROLLONG AND OPTIMIZATION

To present the best available prototype, controlling, checking and optimization is necessary on built prototype. This procedure needs to be finished on 09.02.2012.

Line 40: PROTOTYPE PRESENTATION

This is a milestone for the project. Project fails if a working prototype is not ready on 10.01.2012.

Line 41: PROJECT CLOSING

Evert project needs a closing on it. This procedure will be done on WiCharger if necessary, right after the end of May. It can also be taken as a milestone since it shows the end of project.

CONCLUSION

As seen above, definitions and comments on every line is given to be clearer and support the MS Project file submitted.

innoWi aims to finish the project in front of it without having any problems in the best possible way.

