

# SAMPLE PROJECT IMPLEMENTATION PLAN

## How to use this plan:

The following outline will help you create an effective plan for the next project at your operation. It includes the major aspects of the project you need to consider before beginning any work. Starting with a written plan is critical, as it will guide the rest of the project and help you communicate your vision to others on the team. A written plan can also help you develop your strategy for doing the work, solidify a timeline and identify the resources you need.

This Project Plan is similar to the plan used by students in NHPA's Retail Management Certification Program (RMCP). It is just one of many tools students have access to as they are creating a business improvement project, which is their final project for the class. If you would like to learn more about RMCP and how the training can equip emerging leaders in your business, contact Scott Wright at [swright@yournhpa.org](mailto:swright@yournhpa.org).

- PROJECT TITLE:**  
The title of the project should sum up in several words/phrases what your project entails.



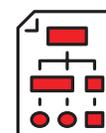
- BRIEF PROJECT DESCRIPTION:**  
Provide a brief (2-3 paragraphs) overview of the project, touching on the problem/opportunity, who (internal/external) is impacted, goals and expected outcomes of the project, and an explanation as to why this project is needed at this particular time in the company's history.



- VALUE PROPOSITIONS:**  
Go into detail regarding the specific problems and opportunities you are addressing with this project. How will you provide value? What are you offering? What are your proposed gains? Who are your customers for this specific project (consider both internal and external customers)? How are each of those customer groups impacted?



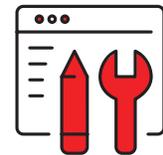
- IMPACT ON YOUR BUSINESS:**  
Describe how this project, when completed, will affect your business. How will this affect your internal and external customers? How will you interact with these customers? What are the inherent risks and challenges of this project? How might those affect your business?



# SAMPLE PROJECT IMPLEMENTATION PLAN

## □ **IMPLEMENTATION PLAN:**

Provide details as to how you will implement this plan and what resources are needed. Outline key activities and resources, infrastructure, equipment, space, inventory, supplies, human, expertise, internal and external partners, etc. that are needed to successfully start, work on complete/ implement, and sustain this project. What do you and/or your staff need to be really skilled at to make this project a reality?



## □ **FINANCIALS:**

Outline financial details of the project, including cost to implement (investment required – consider both direct and indirect costs), maintain, and sustain the initiative. In addition, outline short and long-term expected financial impact. Finally, revisit goals of the project, and examine their relationship to expected outcomes. Include projected summary financial information from the project in tables.



## □ **IMPLEMENTATION SCHEDULE/TIMELINE TO COMPLETION:**

Have a detailed timeline to completion that includes milestones, which are points along the course of the project that offer meaningful ways to measure progress. Have anywhere from 3 to 6 of these, depending on the size of the project.



## □ **CONCLUSION:**

Recap key information, include project overview, customer impact, overall business impact, and expected goals and financial outcomes.

