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Simplified project plan of Lenovo retail store construction

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Summary

From the title "Simplified Project Plan of Lenovo Retail Store construction", it is not difficult for you to see that the focus point of the thesis is project planning, followed by the name of the project "Lenovo Retail Store Construction". From organizing birthday party to building rockets are all projects. By writing this thesis, my first main objective is to learn to use basic project management tools to plan projects. The Internet has entered our life for a long time since the 20th century. All industries, including the retail industry, now produce a lot of data every day. These data may be garbage or valuable. O2O is very popular today, how is project feasibility of Lenovo Company's offline retail store plan? My secondary goal from writing this thesis is to see the development trend of the retail industry. The result is one of the three dimensions of a project. In terms of the result, I summarized the functions of Lenovo Retail Store in reality, and then briefly introduced them in Chapter 1 "Introduction". Through reading those functions you will have an overall image of the finish-built retail store. In the first chapter, you can also learn more about my goals and motivations of writing this thesis. In the case of online shopping is very popular today, why does Lenovo Company invested a lot of resources to implement offline retail store project? I used the SWOT matrix to explore this problem in Chapter 3 "Material and method". Since from the organizing birthday party to building rockets are all projects. The reason why I do not choose building a rocket as a project and choose building a retail store is because it is important to choose appropriate project manager for different projects. The project manager needs to have professional knowledge related to the project, you can read more details about this in Chapter 3. I briefly introduced Lenovo. If Lenovo is an unfamiliar company for you, you can roughly understand the nature of this company including Mission and Vision. In order to achieve the function of retail store, what project activities need to be done? How to optimize the project time schedule? what is the budget scope for project "Lenovo retail store construction"? How to allocate human resources according to the project time schedule? etc. In Chapter 4 "Creating a simplified plan", I use basic project management tools to create a detail project plan for "Lenovo Retail Store Construction", including the feasibility analysis of the project, creating CBS, WBS, formulating timetables, etc. The project management tools are only listed in the Chapter 3. In Chapter 4 the tools listed will be used in order according to their position in the project life cycle. All the dimensions of project budget, time, and result will be presented in detail plan in this chapter. Since I created the simplified project plan for building Lenovo Retail Store and analyzed Lenovo Company's internal and external environment, in Chapter 5 "Conclusion" I looked forward to the finish-built retail stores to improve Lenovo Company's after-sales service, and personally suggest Lenovo Company Finds a new business breakthrough point besides personal computer (PC). At the same time, it also expresses my gain of writing this thesis.