

SUBMITTED BY: JIM MELICH

STRATEGY NAME: PROJECT MANAGEMENT

PURPOSE/OBJECTIVES:

Students, in role-specific groups, will design a product in accordance with their group's specialty to satisfy the product requirements of their company's client, McDonalds and collaborate with other groups to come up with a solution that solves the client's requirements for the happy meal toys, and is profitable for their company.

MATERIALS NEEDED:

Handouts with specific group role-related alternatives for optional component changes.

- Engineering group will have list of all parts involved with making the toys and the capabilities of each part, as well as a list of alternative components and their capabilities.
- Creative department will have original designs for toys and what each toy is capable of doing as drawn up.
- Accounting group will have all costs involved with making the happy meal toys as well as McDonalds' budget for the campaign.
- Management group will have guidelines for profitability for the company in reference to the campaign.

PROCESS:

Groups will be at a project meeting where they are to come up with a final product to present to the client, McDonalds that is both profitable for their company and acceptable for McDonalds. The groups will have to creatively think about each of their roles in the project and how they can cut costs to achieve profitability while providing a quality product to the client.

ADDITIONAL NOTES OR COMMENTS: