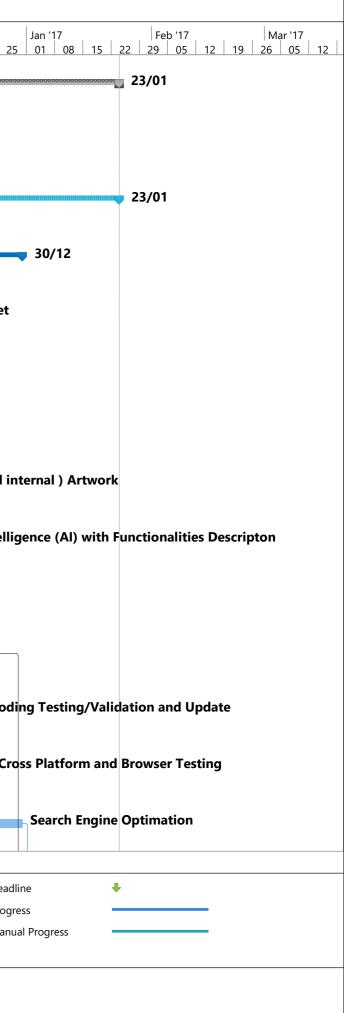
						Modeliqu	e Website	Development Plan	n for Mission - V	Velco	ome 2017.		
ID 0	Task Name Modelique Launch Plar	- Missin 2017		Jul '16 03	10 17 24	Aug '16 4 31 07	14 21				Nov '16   23   30   06   13 an - Missin 2017	Dec ' 20 27 0	
			1	1/07	PROFESSION		*****			88 99999			
1	Mission to Welcome 20	017 Starts					Mi	ssion to Welcome	e 2017 Starts	10	6/10		
2	Modelique.com Strate	gic Start	1	1/07					Modelique.co				
3	Website and Mobile	App Development	1	1/07	/			Website and	d Mobile App I	day Deve			
4	Research in Marke	et						45 day	125 days			Resear	rch in Marke
5	Wire Frame Devel	opment							20 days	-	Wir	e Frame Dev	velopment
6	Wire Frame - Joint	t Group Review						Wire Frame - Jo	int Group Revi	iew	▶ 24/10		
7	Page (landing and	internal ) Artwork							30 days	+		Page (	(landing and
8	Creating Architect Functionalities De	tural Intelligence (AI) wit scripton	h						20 days	+	Cre	ating Archi	tectural Inte
9	Site Content Draft	ing and Review									-		
10	Detailed Review ( Contents)	WebDesign, Functionalit	ies and					Detailed Re	eview (WebDes	sign,	Functionalities and	d Contents)	09/12
11	Coding Testing/Va	lidation and Update										7 day	ys Co
12	Cross Platform and	d Browser Testing											2 days 🎽 (
13	Search Engine Opt	imation										15 day	/5
		Task			Summary	I	1	Manual Task			Start-only	C	De
-	ct: Modelique Launch Plan Mon 17/10/16	Split Milestone Summary			e Task e Milestone e Summary	¢		Duration-only Manual Summary Ro Manual Summary	llup		<ul><li>Finish-only</li><li>External Tasks</li><li>External Milestone</li></ul>	〕 ◆	Pro Ma
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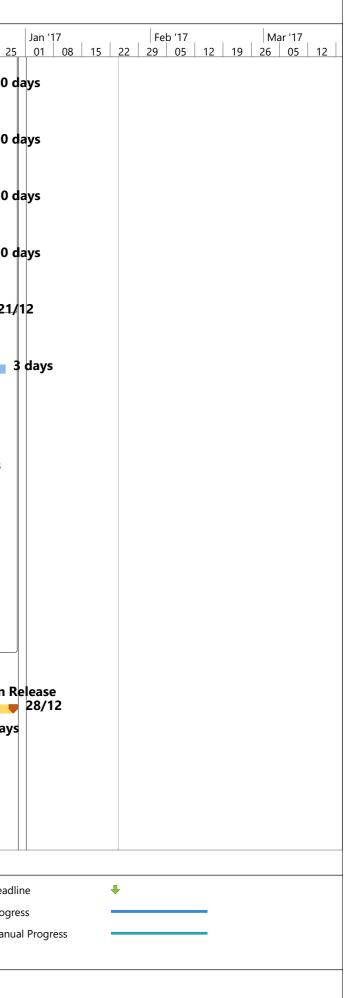
Nov '16   Dec '16 6   23   30   06   13   20   27   04   11   18	Aug '16         Sep '16         Oct '16           0         17         24         31         07         14         21         28         04         11         18         25         02         09         16	Jul '16		Task Name	D
Final Review				Final Review	14
	Marketing Strategy		у	Marketing Strateg	15
	119 days	11/07			
	Define Mission, Vision and Business Models Types		Vision and Business Models Types	Define Mission,	16
Identification of Customer Needs	12 days	_	Customer Needs	Identification of	17
5 days Market Research (Target and			h (Target and Competitiion)	Market Researc	18
9 days Analyze Regional/Global/		S	al/Global/Country Business Models	Analyze Regiona	19
Identification of Competitors and the	10 days		Competitors and their SWOT	Identification of	20
5 days Review Competitors Marketing	5		itors Marketing Strategies	Review Compet	21
20 days Review of Cor			etitor's Packages/Prices	Review of Comp	22
4 days 📕 Identify se			product gaps and opportunities	Identify service/	23
5 days 📉 Creat			enue Model and Packages/Price	Creation of Reve	24
5 days 🔪 C			f and Unique Selling Points	Creating SWOT	25
Financial Model 🍟 4				Financial Model	26
			ure on Critcal Success Factors	Establish Literat	27
Start-only E De	ummary Manual Task	-	Task	t Modeligue Laurch Dia	Droia
Finish-only ] Pro	Task Duration-only Milestone A Manual Summary Rollup		Split Milestone	t: Modelique Launch Plan Mon 17/10/16	-
External Milestone	Summary Manual Summary		Summary		

Jan '17         Feb '17         Mar '17           25         01         08         15         22         29         05         12         19         26         05         12
30/12
T
22/12
Competitiion)
Country Business Models
eir SWOT
Strategies
npetitor's Packages/Prices
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ion of Revenue Model and Packages/Price
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nual Progress

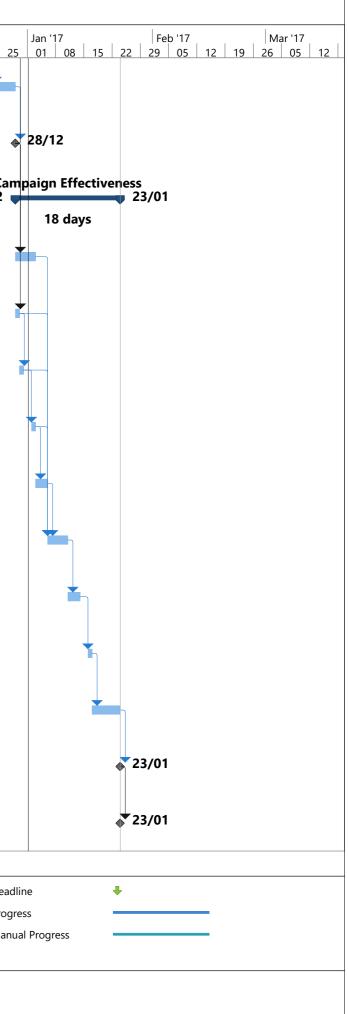
ID	Task Name		Jul '16		•		Developmer								Dec 116	
			26 03	10 17 24	31 07	14 21	Sep '16 28 04 1	1 18 2	25 02 0	09 16	23 30	00 16	13	20 27	Dec 16	11 18 2
28		ess Model to Include SWOT, Sales Model and Pricing Model										days				Business Mo
29	Create Marketing	g Plan (Digital Marketing)										9	days		Crea	ate Marketi
30	Review Marketin	ng Plan and Campaign budget										14	days	•		Review Ma
31	Sales Strategy														1	
32	Create Sales M	Nodel, List Partners and Negotiate										-				
33	Sales Matrix a	nd Incentives										-				
34	Brand Strategy	y Documenation										-				
35	Advertisment and Riks	and Promotion Strategy, costing										•			₽	
36	Create a Sales	Plan														
37	Business Strat	egy Landscape Review Complete						Bus	siness Str	ategy L	andscap	e Rev	iew C	Complet	te 🗸 0	)6/12
38	The Compaign									0	2/11 🖷		1	The Con		1
39	Gather ideas												Gath	41 da ner idea	-	8 days
40	Final shaping and d	evelopment of ideas							Final	shaping	g and de	velop	ment	t of idea	as 📕	5 days
41	Develop preliminar	y campaign concepts							D	evelop	prelimir	ary ca	ampa	ign con	cepts	1
	<u> </u>															
D '		Task	-	Summary			Manual Task				Start-o			C		Dead
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42	Identify campaign	targets							Identify campai	gn targets	10
43	Develop campaig	n success metrics						De	evelop campaign succe	ess metrics	10
44	Establish campaig	n focus list							Establish campaigr	n focus list	10
45	Establish campaig	n categories							Establish campaign	categories	10
46	Campaign Concep	ts Complete							Campaign C	Concepts Co	omplete 21
47	Determine trackir	ng mechanism							Determine t	racking me	chanism
48	Communicate and	d Train Internal Organization						Comr	nunicate and Train Into 02/11 16 days?	ernal Orgar 23/11	nization
56	Develop Strategy	for External Promotions							Develop Strategy f 14/11	or External	Promotions )2/12
57	Develop promo	tion strategy								Juays	
58	Production of n	naterials									
59	Production Con	nplete								• 0	)2/12
60	Campaign Release	2									Campaign F 22/12
61	Develop campa	ign release schedules									5 day
62	Determine rele	ase teams									<b>F</b>
<b>.</b> .		Task	-	t Summary			Manual Task		Start-only	C	Dead
-	t: Modelique Launch Plan Mon 17/10/16	Split Allestone		ve Task			Duration-only		Finish-only	3	Prog
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63	Execute campa	ign		20 05						<u> </u>		
64	Campaign Relea	ase Complete										
65	Campaign Effectiver	iess									29	Ca 9/12
66	Evaluate campaig	n effectiveness										
67	Review regional sa	ales										
68	Review global sale	25										
69	Review customer	data and feedback										
70	Perform market a	nalysis										
71	Review success m	easures										
72	Measure campaig	n effectiveness										
73	Identify any gaps											
74	Develop future ca	mpaign ideas										
75	Campaign Effectiv	eness										
76	Marketing Campa	ign Planning Comple	ete									
		Task		Proiec	t Summary		1 Manual Task			Start-only	с	De
Proje	ct: Modelique Launch Plan				ve Task	U	Duration-only			Finish-only	3	Pro
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		Summary		l Inactiv	ve Summary		Manual Summar	у 🗖		External Milestone	\$	
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ID	Task Name	Jul '16	10	17	24 A	ug '16	14 21	Sep	'16 04 11	18	Oct '	16	16 23	Nov '16 30 06 1	12 20	Dec '16	;   11   18	
77	Launch	20 05				01									<u> </u>		Lau	

	Task		Project Summary		Manual Task		Start-only	C	Deadline	÷
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Date: Mon 17/10/16	Milestone	•	Inactive Milestone	$\diamond$	Manual Summary Rollu	р	External Tasks		Manual Progress	
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