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PROJECT MANAGEMENT OF THE '7 DAY PROPOSAL PROCESS'

Executive Summary

The report comprised an extensive literature review and field work study. Literature review carried out is in the area of 7 Day Proposal System and Process in general and Project Management (PM), PM Principles and Tools specifically. The objective of field work study is to conduct in-depth interviews to acquire opinions and perceptions of experts involved every day in the Business Development Phase. Based on the literature review and interviews analysis, specifics of PM for the 7-day proposal process and the factors affecting the working of virtual team members in the proposal generation process are identified. Also a project management methodology for the 7-day proposal process is developed and a model is proposed. The approach suggested in the model for managing the activities of 7-day proposal process combines PM principles and respected tools in a particular sequence. This approach allows for maximum flexibility in identifying and resolving the iterative blocks and information circuits in the process. It is emphasised that the 7 Day proposal process cannot be managed by the application of a PM principle and tool. However combining all PM principles and associated tools and applying them in a particular configuration as proposed in this report can be effective in the successful project management of the 7 day Proposal Process.