



BSBPMG533

ASSESSOR GUIDE

MANAGE PROJECT COST

Assessment 7 of 7

Project: Project 6

Sales and marketing team Kick-off Event



Assessment Details

Task overview

You will report final project costs, review cost-management issues and recommend improvement actions.

Read the case study and complete each step.

Additional resources and supporting documents

To complete this assessment, you will need the following:

- Access to a computer and the internet
- CBSA policies and procedures
 - TM018 Project budget template
 - CBSA project management template



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Task instructions (for the student): Develop the final project report

Read the following e-mail and complete the following steps.



To: Evan Pierce (Evan.pierce@cbsa.com.au)
CC: Tina Hughes (Tina.Hughes@cbsa.com.au)
From: Gavin Stead (gavin.stead@cbsa.com.au)
Date/time: Monday 11:07 a.m.
Subject: Final project report: Sales and Marketing Team Kick-Off Event

To Evan,

Congratulations on your hard work and achievements with the Sales and Marketing Team Kick-Off Event project.

The board of directors wish to receive your final project report, including the following:

- project's final cost and profit/loss
- review project outcomes
- review the cost-management issues and recommend improvement actions.

Please e-mail your report by the end of the week.

Kind regards,

Gavin Stead

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Steps

1. Attach a copy of the the Sales And Marketing Team Kick-Off Event Project from Part B of assessment 6 showing the cost variations, assume no variances to the project staff costs.
2. Complete Sales and Marketing Team Kick-Off Event Budget Report to:
 - a) Review project outcomes
 - b) Report the project's final cost and profit/loss established in Part B of assessment 6
 - c) Review the cost-management issues, and recommend improvement actions.
 - d) Include the income from Vendor registration figures state how the vendor display fees affected the final figures

Approximate word count: 60 - 100 words

3. Prepare an **e-mail** to Gavin Stead (Copy in Project lead Tina Hughes) to advise of and attach the project budget report about the final cost and profit/loss, project outcomes review and cost-management issues and recommended improvement actions.

Approximate word count: 60 - 100 words

Your assessor will be looking to see if you have the following:

- Used appropriate language for the e-mail
- Complete the e-mail template in the required format
- Outline the purpose of the e-mail.

To:	
CC:	
From:	
Date/time:	
Subject	

Salutation


E-mail body

Name

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Submission instructions

Submit your assessment via the LMS.

Assessor instructions: Develop the final project report

Purpose of task

This assessment is designed to ensure that students can demonstrate their skills and knowledge to report final project costs, review the cost-management issues and recommend improvement actions.

Students must demonstrate their theoretical knowledge to meet the knowledge requirements of the unit of competency, including the ability to identify cost management issues and recommend actions.

Guidance to the assessor about the task

There is no due submission date for this task. Students may submit this task when they are ready.

1. The student must use the Project Budget Template provided to update the Project Budget Details. The student must use the information provided in Step 1 and update the project budget.

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SALES AND MARKETING TEAM KICK-OFF EVENT PROJECT BUDGET

Project Name	Sales and Marketing Team Kick-Off Event project
Project Lead	Gavin Stead – MD CBSA
Start Date	May 20??
Total Budget	\$67,048.00
Actual	\$ 74,448.00
Difference	\$ 7,400.00

Budget Breakdown

WBS level	Task	Labour		Physical resources		Budget	Actual	Difference
		Hr	Rate	Materials	Products			
1.	Project Staff Assign Project officer and admin staff x 4 weeks. Engage staff <ul style="list-style-type: none"> Staff Admin Materials Products 	PO \$45p/h Admin \$29 p/h	PO \$6,840 Admin \$4,408	\$400	\$800	\$12,448	\$12,448	\$0
2.	Venue Get 3 quotes -decide Book venue, equipment, arrange catering <ul style="list-style-type: none"> Venue Catering Booking, Equipment fees Cleaning 	Covered in row 1	Covered in row 1	\$0	\$0	\$30,000 + \$15,000	\$33,000.00 + \$16,500 + \$500	+\$5,000.00
3.	Speaker Decide topics Arrange speaker Brief speaker	Covered in row 1	Covered in row 1	\$0	\$0	\$2,000 + \$3,000	\$3,000 + \$3,200	+\$1,200

	Travel and accommodation <ul style="list-style-type: none"> • Speaker • Travel, accommodation 							
4.	Marketing Decide marketing strategies Develop promotional materials Implement marketing communications <ul style="list-style-type: none"> • Materials • Products 	Covered in row 1	Covered in row 1	\$600	\$0	\$600	\$1,800	+\$200
5.	Registration Prepare Sales and Marketing Team Kick-Off Event materials Create registration process Process registrations <ul style="list-style-type: none"> • Materials • Products 	Covered in row 1	Covered in row 1	\$2,500	\$1,500	\$4,500	\$4,500	\$0
Totals						\$67,048.00	\$74,448.00	\$7,400.00

2. The student completed a project budget report and included the following information:
- State the final project cost as \$74,448.00 and a profit of \$29,779.20.
 - State 40 % profit and achieving the financial objective (>30%)
 - Contain a careful study of product and service contracts and confirmation of price and GST amount with the suppliers.
 - Use better questions in negotiations with suppliers and speakers to ensure all quoted costs are final and in writing.
- A sample response is provided below:

PROJECT BUDGET REPORT

Project Name	Sales and Marketing Team Kick-Off Event
Final project cost	\$74,448.00
Final profit/loss	+\$29,779.20.

Review of project outcomes	40 % profit and achieving the financial objective (>30%)
Review of cost-management issues and recommended improvement actions	<p>The vendor display fees allowed us to turn the kick-off event into a profit-making venture rather than a drain on budgetary resources; if we wish to continue this trend, I recommend we repeat this practice with future events of this nature</p> <p>Contain a careful study of product and service contracts and confirmation of price and GST amount with the suppliers.</p> <p>Use better questions in negotiations with suppliers and speakers to ensure all quoted costs are final and in writing.</p>

3. After updating the project budget, the student must write an e-mail to Gavin Stead:

- Use the CBSA e-mail template.
- Address it to the appropriate persons, i.e., Gavin Stead.
- Include a suitable subject heading, e.g., request new project budget approval.
- Outline the purpose of the e-mail.
- Include only relevant information and any action to be taken.
- Use appropriate language for information communicated to a manager, e.g., polite, respectful, clear and short
- Attach a report to the e-mail comprised of
 - final cost and profit/loss
 - project outcomes review
 - cost-management issues and recommend improvement actions.

A sample e-mail response has been provided.

To:	Gavin Stead (gavin.stead@cbsa.com.au)
CC:	Tina Hughes (Tina.Hughes @cbsa.com.au)
From:	Evan Pierce (Evan.pierce@cbsa.com.au)
Date/time:	Tuesday 10:00 a.m.
Subject	Final project report Sales and Marketing Team Kick-Off Event

Hi Gavin

For your perusal, I am pleased to submit the final report for the sales and marketing team kick-off event project. In the report, I have stated the project's final cost, a summary of the cost management issues, and the recommended actions for process improvements.

Please don't hesitate to contact me if you need additional information.

Evan Pierce

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Review all evidence and mark using the assessment checklist and assessment marking criteria.

Marking criteria: Develop final project report

Assessment submission checklist

Students must have completed all tasks within this assessment before submitting. This includes:

Develop final project report		
1.	Sales and Marketing Team Kick-Off Event Project Budget	<input type="checkbox"/>
2.	Sales and Marketing Team Kick-Off Event Budget Report	<input type="checkbox"/>
3.	E-mail to Gavin Stead	<input type="checkbox"/>

Assessment marking criteria

Assessor instructions: All sections must be completed. Refer to the template for sample answers and benchmarks.

The evidence submitted demonstrates that the student has satisfactorily (S) covered the following criteria, or the evidence is not yet satisfactory (NYS) and requires resubmission.

MARKING CRITERIA		Satisfactory (S)	Not Yet Satisfactory (NYS)
1.	The student submitted the Sales and Marketing Team Kick-Off Event Project Budget and: <ul style="list-style-type: none"> completed all fields in the template identified cost variations determined the project's final cost and profit/loss 	<input type="checkbox"/> S	<input type="checkbox"/> NYS
2.	The student submitted the Sales and Marketing Team Kick-Off Event Budget Report and: <ul style="list-style-type: none"> report the project's final cost and profit/loss review project outcomes review the cost-management issues recommend improvement actions 	<input type="checkbox"/> S	<input type="checkbox"/> NYS
3.	The student submitted an e-mail to Gavin Stead and: <ul style="list-style-type: none"> used the CBSA e-mail template used appropriate language for the e-mail outlined the purpose of the e-mail provided the Sales and Marketing Team Kick-Off Event Project Budget and the Sales and Marketing Team Kick-Off Event Budget Report suggested improvement actions for cost-management issues 	<input type="checkbox"/> S	<input type="checkbox"/> NYS

 **Congratulations, you have reached the end of Assessment 7!**

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