

Project Management Plan Summary

Eco-Natural Skin Care Australia Trade Show Promotion Project

Title

Eco-Natural Skin Care Australia Trade Show Promotion Project

Background/Context

Eco-Natural Skin Care needs to promote its products to visitors at trade shows to increase product awareness and sales.

Objectives

To effectively promote Eco-Natural Skin Care's beauty and skincare products to visitors at trade shows.

Target Outcomes

Launch new booth at the January trade show in preparation for Mother's Day season.

- Design and set-up of a visually appealing and professional display at the company's booth
- Creation of brochures or flyers that highlight the key features and benefits of the products.
- Distribution of brochures or flyers at the booth and in strategic locations around the trade show floor
- Offer samples of products for visitors to try.
- Implement promotions or discounts for products purchased at the trade show.
- Advertising in the trade show's program guide or other promotional materials

How the success of the project will be measured

Response may include:

- Number of brochures/flyers distributed.
- Number of visitors to the booth
- Number of products sold at the trade show.
- Feedback from visitors on the brochures/flyers and booth display
- Number of leads generated.
- Increase in brand awareness.

Project Activities & Milestones

See project schedule.

Project Budget

See project budget document.

Project Communications

See project schedule.

Risk Management Strategy

See risk legend.