

Work Plan

Statement of Problem.

We are pitching an idea for an indoor theme park named Dream Land, to be located in Tulalip, WA near the Seattle Premium Outlets and Tulalip Casino. The park, which will keep out the prevalent northwest rain, will provide a year-round attraction for families and tourists to visit and enjoy in Washington. We are asking for \$2 million from one or more venture capitalists to finance our project.

Schedule/Division of Labor.

February 16	Jeong Min	Find detailed information on problem and needs in Seattle
February 17	Phil	Composition: List benefits and features of products & services, everything related to business
February 19	Brett	Research on costs, other financial information completed
	Phil	Organization: Pick the important and related things to investors' need
	Daniel	Research, come up with ideas for market strategy
February 20	Jeong Min	Set the target market and find their tastes Find competitors and investigate about them
February 21	Dat	Develop ideas for opening
	Phil	Execution/Evaluation: Revise presentation for 3-4 minute speech Individual practice
	Group	Group meeting to share research findings
February 22	Daniel	Develop ideas for closing
February 23	Brett	Compile information into tables, financial statements, graphs
February 25	Jeong Min	Finish research and preparation for presentation
February 26	Brett	Analysis of information completed
	Dat	Completion of rough draft for opening and offering
	Daniel	Complete rough draft of marketing strategy, closing ideas
	Group	Finish all research and research and rough draft of individual presentations by this date Meeting to develop presentation
February 28	Group	Meeting to rehearse presentation, make final revisions
March 3-4	Group	Meetings to continue rehearsal, work on visual aids
March 5	Group	Presentation date