

Mandate



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Author: Rebecca Brook, CEO

The work is designed to contribute towards three of the corporate goals in the current five-year strategic plan:

- Increased profitability to net margin of 8%
- Turnover growth of 20% per annum
- A stock market listing.

The objective is to develop an e-commerce system that provides Internet based sales and enquiries; allows customers to understand the company's product range; enables complete bicycles to be assembled from components on-line and ordered for prompt delivery.

The work will include upgrades to warehousing, systems and procedures, IT and logistics to support e-commerce.

As a result, Brook Bicycles will be perceived as an innovative market leader with strong customer loyalty, staff morale and investor support.

Narrative

The Praxis approach suggests that a decision will be made about whether to govern work as a project or programme during the preparation of the brief in the identification process.

However, the nature of this mandate clearly indicates that the work will need to be run as a programme, because:

- There are multiple benefits and no doubt there will be many outputs that contribute to those benefits.
- The work will involve significant and complex change management to accommodate new ways of working within the organisation.

This mandate provides a good starting point for the identification process.

