



## CONSULTANCY PROJECT PROPOSAL CONTENTS

### 1. Terms of Reference

Name: GMJ Consultants

Purpose: To increase market share amongst young people in the working holiday & gap year sector

Team Members: George Stavrakellis, JieQiong Zu (Joan), Marcus Hansen

Accountability:

- George – Research and presentation design (eg. Power point)
- Joan – Research and minutes taking during meetings
- Marcus – Team leader, client liaison

Working methods: The team will have conference calls bi-weekly on Mondays at 5pm for a weekly update as well as meet at 5pm bi-weekly on Wednesdays for general discussion. It is anticipated though, that further into the project both sets of meetings will be held on a weekly basis.

### 2. Project Aim

The aim of this project is to gain a greater insight into social media usage, gap year and gap year activities to develop recommendations to INTO on how to engage young adults.

### 3. Project Questions

- Would young people consider spending a GAP year working for INTO
- How is INTO currently perceived by young people?
- How can INTO engage more young people in their causes?
- How can INTO engage more young people using social media?

### 4. Project Objectives

- To devise a series of recommendations on how INTO can effectively utilise social media marketing by May 7<sup>th</sup> that will improve interaction with young people.
- To gain a better understanding of what motivates young people to go on a GAP year through the use of a questionnaire

### 5. Project Scope

- Literature review
- Company and business environment analysis carried out using relevant theories.
- Primary research to be carried out: questionnaires and interviews. These are to be completed as we attempt to answer the questions and meet the aim and objectives.
- Secondary research to be carried out.
- New potential locations for GAP year students and working holidays identified.
- Recommendations on the use of social media marketing to be devised.
- Questionnaire to be developed and distributed to 100 students.
- Presentation to be delivered 7<sup>th</sup> May 2014.



## **6. Situation and Background**

Into is an international network of National Trusts. It is a non-governmental worldwide organisation, united with an objective to conserving and sustaining our heritage, built or natural, tangible and intangible. In 2012, we celebrated 100 years from the foundation of Octavia Hill, one of the founders of National Trusts. Nowadays, we are able to see a variety of National Trusts organisations in over seventy nations. The organisation is established in London, UK.

INTO objectives are:

- To foster international cooperation and coordination between National Trusts and like heritage organisations
- To formulate and promote conservation best practices
- To increase and enhance the capacity of individual National Trusts
- To encourage the establishment and development of National Trusts and like heritage organisations where they do not presently exist
- To pursue advocacy in the interests of conservation of cultural and natural heritage
- In general, to advance the objectives of the Edinburgh Declaration for the improved protection of cultural and natural heritage at the national and local levels.

The GMJ team's objective is to attract young people to this project and persuade them that they can constitute a great part of it and help to the heritage's conservation.

## **7. Theoretical Approach**

Our approach is going to be analytical and check all the factors of our project either positive or negative. We are going to use the S.W.O.T. analysis, where we will find the organisation's strengths and weaknesses and the opportunities and threats to our plan.

The team is planning to use all its' marketing theories and knowledge to develop our project's presentation to students and persuade them that they can play a key role to the heritage's conservation.

## **8. Research Approach**

Initially, our research will be based on academics books that we are able to find to Manchester Metropolitan University's library.

To second stage of our research we are going to use the quantitative methods and some statistics as evidence of our strategy and in some sectors the qualitative method.

On the beginning we will design our study, then we will collect and analyse our data and finally, our team will generate and validate findings that we will present to our customers.

## **9. Timescale of key deliverables**

We are going to present our work on 7<sup>th</sup> May at Manchester Metropolitan University. We are responsible to show our work to the customers until the early of May and persuade them that our strategy is going to be effective. To our next meetings between the team and the customer we are going to discuss about the timeline and our future meetings that we are looking forward.

Please also see GANTT chart in separate document for a specific timescale.

## **10. Estimated costs:**

- Promotion cost
- Cost of eventual social media marketing plan implementation
- Meeting, communication and travel costs



- Insurance
- Salary and expenses
- According to the annual report, 1 employee has £17,638 a year.

#### **11. Stakeholder involvement:**

There are four stakeholder involvement processes which will be looked at:

##### 1. Identify stakeholder:

- a. Non- government public bodies, other national agencies, local authorities:

Central European Cross-Border Collaboration Project (CEP), British Council grants, International Conference of National Trusts (ICNT) and INTO Foundation grants

- b. Customers from national trust, farm shops, virtual gifts, partner products.
- c. Third sector organization, eg. charities, voluntary and community sector organization
- d. Business partners
- e. Employees

##### 2. Prioritise stakeholders and map onto a matrix: sort it through list and identify those that will have the most impact or interest on the project

##### 3. Divide stakeholders into small groups: use the matrix to identify within each group where stakeholders sit and what level of engagement is required

##### 4. Develop a strategy for each stakeholder group

--To develop a social media strategy for young people

- Engages large numbers of the population, through television, newspapers and radio.
- Internet, websites, online questionnaires, chat rooms and notice boards have become increasingly popular ways of providing information and seeking feedback.
- Media can be used throughout the process.

#### **12. Risk management**

Young people aged in the gap year are present on a huge range of social media sites. it is clear that both geography and age range can affect social media preferences and some of the findings show social networking sites people may be familiar with and others that may be unfamiliar. However INTO seems to less consider doing basic research based on local young people all over the world and their preference. For example, Facebook is the world's number one social networking site for almost every country, while it is blocked in China and Weibo is the most popular social networking for young people in china. Also Japanese are the least online user in the world. However, INTO did not do anything towards local media. Therefore project could be hard to implement because INTO might lose real connection with young people in some countries.

The objectives of INTO is to advocate in the interests of heritage conservation and engage young people. INTO will damage its brand image by less concerning different culture perspectives and less communicating with local people.

#### **13. Summary:**



The GMJ team has a main objective to find the best strategy to attract young people to take part to the heritage conservation. **George, Marcus and Joan (GMJ)** will give their best to find the best theoretical and research approach to complete our objectives into our time limit.

This proposal include a rough cost for INTO and four stakeholder involvement processes are provided. Risk management is focused on the potential risk on social media.

We are looking forward to our meetings, where you will be able to understand our desire to satisfy the INTO organisation.

