

Achieve CAPM® Exam Success:

A Concise Study Guide and Desk Reference

SCOPE STATEMENT – CHAPTER 5

John Smith principal investor in the LUV Music Website is sponsoring development of *LUV Music* website. This site will be a comprehensive point of purchase for the “musical environment” of the global upper middle class. It will ultimately fulfill all upscale music hardware, media and service needs in all music genres. Smith intends to capitalize his and Susan Newby’s music and marketing expertise to create this up-scale one-stop purchasing experience.

The core of this business will be to sell the best seats available at performances around the world, the finest audiophile equipment, and all musical media from widely dispersed musician download sites, and concierge-style service for hard-to-find products and services.

Melody Ghosan as project manager will work with web-developer Holly Berri to develop the initial web-platform which is expected to generate a modest \$50,000 in revenue the first year with 40% of the web activity and 20% of the revenue coming from the outside the United States. Melody will have access through John Smith to musicians, producers, and global merchandisers. Susan Newby as marketing subject matter expert will provide knowledge and guidance to the rapidly evolving social media, portals and on-line marketing service providers.