

# Achieve CAPM® Exam Success:

## A Concise Study Guide and Desk Reference

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### INTERVIEW PLAN – CHAPTER 5

Objective	Questions	Response - Musicians
Create a ten-page website that introduces LUV MUSIC to the domestic and international markets.	Name the top 3 countries where your fans live.	United States, UK, Australia
Create a ten-page website that introduces LUV MUSIC to the domestic and international markets.	List the top 3 media that your fans use to listen to your performances e.g.: downloads, CDs, websites, or tapes	iPods & iPhones, Laptop Computers harddrive, On-line music (paid or not)
Generate at least \$50,000 in revenue from the LUV MUSIC website in its first year with at least a 5% increase annually.	How would it help your sales if you had a web-enabled PC at your CD sales table for you public performances?	Not really sure...would my listeners be able to link up their ipods immediately and download music?
Generate at least \$50,000 in revenue from the LUV MUSIC website in its first year with at least a 5% increase annually.	Approximately what percent of your professional revenue currently comes from your music sales at public appearances?	Only around 5%, however it is probably the place that I'm able to have a "captive" audience. Would be cool if we can increase the sales at that moment.
Create a website that attracts clientele globally. Domestic activity should not exceed 60% of web activity and 80% of total revenue.	Where is the largest number of your fans living outside the USA?	UK
Create a website that attracts clientele globally. Domestic activity should not exceed 60% of web activity and 80% of total revenue.	What country outside the USA generates the most revenue for your recordings and performances?	UK
Create a website that targets clientele that are in the upper middle class. More that 50% of customer base should have income levels greater than \$150,000.	Do you have any statistics about your fans like their age, professions or residences that would help target those with incomes greater than \$150,000	My manager may have information regarding my performances and the demographics of those who attend. What I have is the demographic of the person that accesses my website. Typically they are young professionals, but not sure of their income level.
Create a website that targets clientele that are in the upper middle class. More that 50% of customer base should have income levels greater than \$150,000.	If we were able to identify those fans with incomes greater than \$150,000 what additional kinds of products could we help you sell?	I'd love to be able to keep them informed of all my performances. Did you know that I actually belong to two other bands. One that is a bluegrass band and the other is a classical jazz band. If I can introduce the fans for my popular music to these other genres, it would certainly increase my exposure and ultimately revenues.

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### Project Charter

**PROJECT:** LUV Music Website

**PROJECT MANAGER:** Melody Ghoson

**PROJECT SPONSOR:** John Smith

**PROJECT DEFINITION:**

As the primary investor you have a vision to develop a website to sell globally **LUV Music** music products and services in all music genres. Your target customers are members upper middle class 50% of whom should have annual income above \$USD 150,000.

**BUSINESS JUSTIFICATION:**

Capitalize product and marketing knowledge and skills of primary and secondary investors to generate at least \$USD 50,000 revenue in first year of operation. Products and services will include broadcast rights, customized media equipment and inter-media transformation for musicphiles, meeting planners, performers and concert promoters of our customer base.

**MAJOR PROJECT DELIVERABLES:**

Ten-page web-site with links to:

Targeted affluent customers via social media to be defined

Back-end connectivity to fulfillment systems whose interfaces will be supplied by John Smith the sponsor.

**MAJOR STAKEHOLDERS:**

John Smith: Primary investor, sponsor and owner of the fulfillment back-end.

Susan Newby: Investor, marketing subject matter expert.

Holly Berri: Web developer.

Mark Spinner: music aficionado and subject matter expert on products and services.

**PROJECT SUPPORT & AUTHORITY:**

Melody Ghoson, Project Manager. Reports to John Smith.

Holly Berri is contract resource compensated under contract to John Smith.

Susan Newby represents John Smith with respect to principal website content.

Mark Spinner represents John Smith with respect to fulfillment and back-end

**PROJECT OBJECTIVES:**

- Create a ten-page website that introduces LUV MUSIC to the domestic and international markets.
- Generate at least \$50,000 in revenue from the LUV MUSIC website in its first year with at least a 5% increase annually.

**KNOWN RISKS:**

- Inability to cut through clutter to reach target audience
- Rapidly changing music recording, distribution and playback technology
- Rapidly changing tastes in music content, formats and marketing practices
- Lack of timely information and decisions from sponsor and marketing specialist due to location in London and “Bollywood”, competing activities and frequent travelling schedule.
- Lack of timely contributions and decisions by current and future team members for whom this project is one of several and may vary in priority.

**PROCUREMENT ITEMS:**

Timely acquisition of additional project human resources as identified in emerging project.

**ACCEPTANCE:**

Project Sponsor:

Project Manager