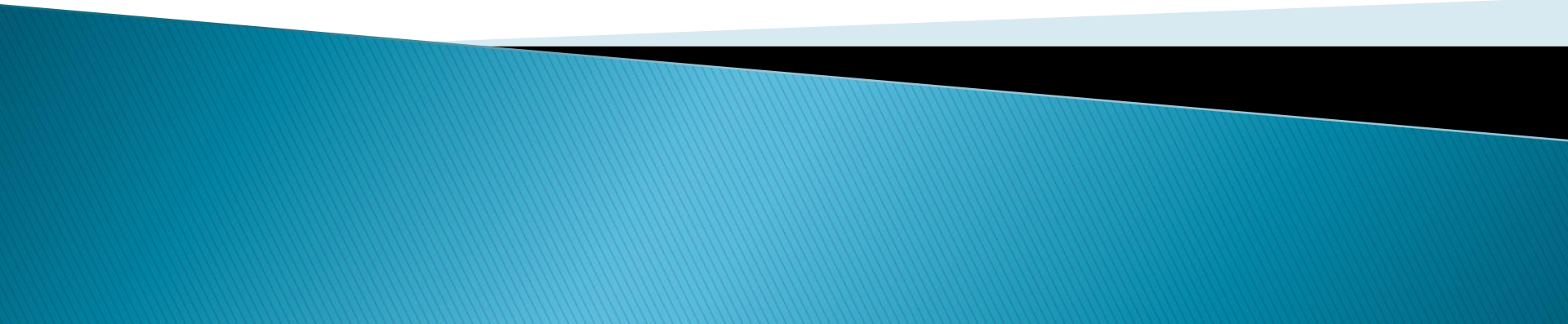


Project brief and specification



Introduction

This project brief and specification is to be used to help formulate a project's concept, strategy, and means of direction and execution. The purpose is to determine the goals of a project and how to best formulate the methods of execution in a manner that will be understood clearly by the desired target audience. Project briefs are intended to define strategy, assist in planning, aid in design, and to structure communication.

Helm & Remington. 2005



Definition

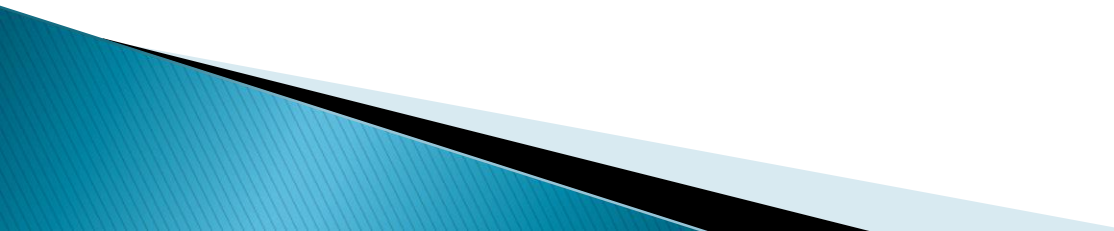
- The project brief and specification is a formal document which is the medium for expressing or communicating the objectives and needs of the client. The project brief is the key document upon which the project design will be based (**Hilliard, 1993**).
- The document which describe the possible requirements of the project is also known as project brief and specification. **Latham, M. (1994)**.

Purpose

Project brief is a key document in its own right. It is a basis for project initiation. The purpose of project brief is to provide a full and firm foundation of project initiation. In Initiating a Project process, the contents of the Project Brief are extended and refined in the Project Initiation Documentation.

Quality Criteria for project brief and specification

The following quality criteria should be observed.

- The Project brief accurately reflects the project requirements of the the users.
 - The project approach has been selected which maximizes the change of achieving overall success of the project
 - The project objectives, project approach and strategies are consistent within the organization
 - The project objectives are S.M.A.R.T. (specific, measurable, achievable, realistic and time-bound **Helm & Remington. 2005.**
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Elements of Project brief and Specification

1: Introduction

In introduction description of project brief and specification is given. Project brief and specification is to be used to help formulate a project's concept, strategy, and means of direction, execution and implementation. Major activities of project initiation, planning, execution, controlling and closing phase are briefly describe in introduction element of project brief and specification.

2: Project Objectives

The objectives of project brief and specific is to get the project to the best start, by talking to relevant stakeholders and gathering the right information to start the project in more detail.



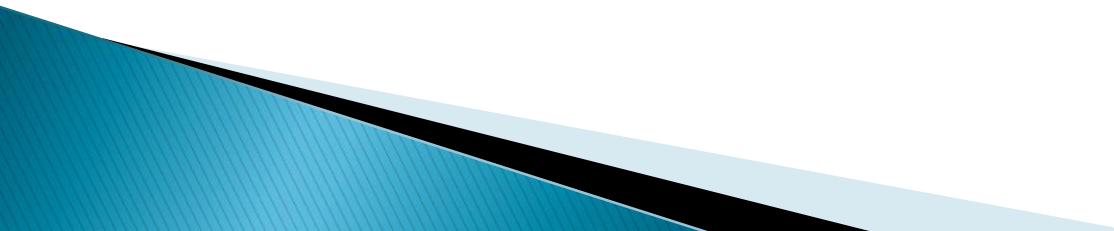
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3: Flow or Logic Diagrams

Use the flowchart or logic diagrams as a visual aid to help understand the project methodology. These diagrams show parallel and interdependent processes, as well as project lifecycle relationships among activities.

4: Success Criteria of project

The project objectives, project approach and strategies are consistent within the organization for achieving overall success of the project. success criteria and success factors are linked to the definition and application of project quality and performance.



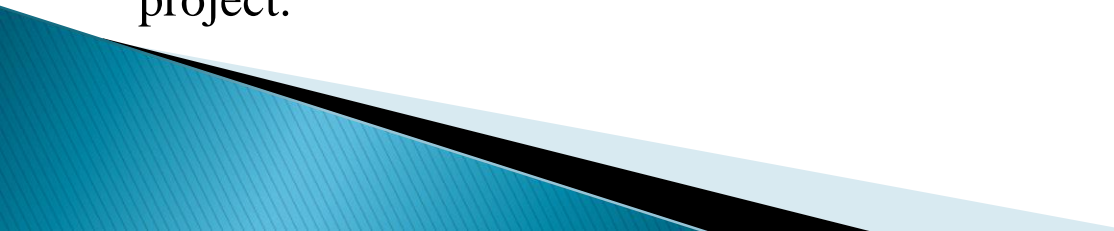
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5: Project Timeline

Specific timeline required for completion of project within the define period. It clearly communicates the important milestones and tasks is an essential tool for successful planning or project management. Project timelines outline the major deliverables of a project in a chronological sequence. This helps all project resources and stakeholders see what deliverables need to be accomplished next and by what date.

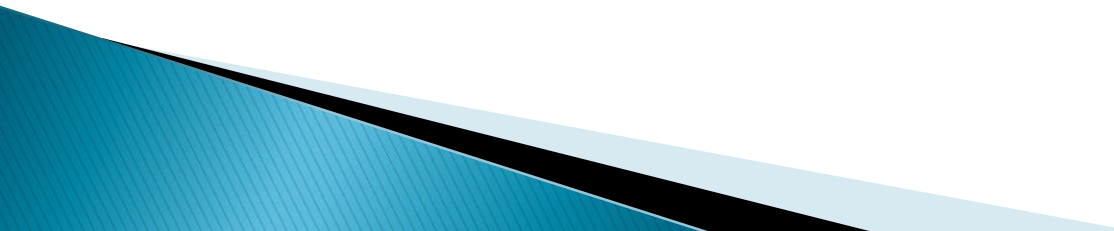
6: Budget

A budget is a financial plan for a defined period of time, usually a year. It may also include planned sales volumes and revenues, resource quantities, costs and expenses, assets, liabilities and cash flows during project execution. How much your organization has allocated funds from initiation to closing phase of the project.



Recommendations and conclusion

Organizations do not have unlimited resources and invest in projects if they believe its outcome will add value to the organization. The value comes when you solve a problem or exploit an opportunity. Projects are initiated as the direct result of opportunities or problems within an organization.



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1. Project management book by (ICFAI Centre for management research)
 2. 1.Project management book by (Jack Meredith and Samuel J. Mantel)
 3. Project management complete guide by (Gray, Clifford F. 2006)
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