
Komsay, Inc.: The Business Proposal

Dan was a senior programmer in the management information systems department of Komsay, Inc. He and two junior programmers — April and Cherry — were working on two projects that had to be completed in four weeks when their boss interrupted.

Herbert, the MIS head, came into their office to inform them that there was a new project request from a university. He handed Dan the systems request form.

Herbert instructed Dan and his team to draft a project proposal to be presented to the university's board of trustees the following week. Herbert was eager to complete the project successfully; it was Komsay's first proposal to a university, and he wanted the company to make a good first impression.

Dan was left wondering how his team would come up with the mobile applications proposal — it was a new technology and neither he nor his junior programmers had much experience with it.

To start, Dan instructed April and Cherry to research student-grade mobile applications available on the web. They came across the applications shown in **Appendix A**.

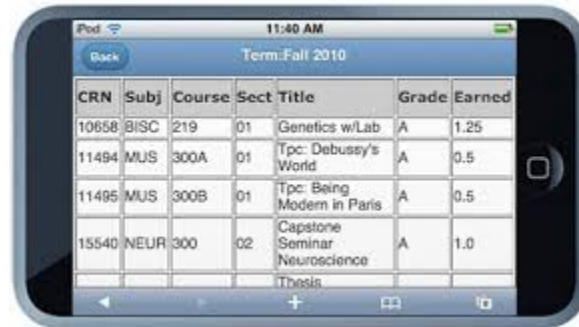
With the little available time they had before they would have to make their presentation to the board, the team started to draft the proposal.

Dan had five tasks to complete before the meeting:

1. To decide which programming model he would recommend, and explain why he chose it. To do this, he would use a diagram to present the development phases of the model and discuss each phase briefly.
2. Prepare the project charter.
3. Prepare a Gantt chart to show the proposed project's timetable.
4. Prepare a cost management table.
5. Submit a draft of the graphical user interface design.

Appendix A

Student Mobile Phone Applications



Sources: Top left, AppBrain; top right, Wellesley College; bottom, University of Wisconsin.