

For Bonnie Lowenthal

Project Overview

City of Long Beach Forum for Analysis and Viable Goal
Achievement

Company in focus-Press Telegram

Presenter Name – Danny Wilson for the assessment of
Bonnie Lowenthal –Vice Mayor creating such forum.

Project Goals

- The ultimate goal of project is to find the best avenues for achieving city value and company revenue satisfaction. To see if the newspaper can remain a local reporting entity, and maintain its cost goal (in relation to the local contribution to this, in terms of customers and businesses, and the supporting out side contributions).
- Speaking to the many areas and examples that have supported other news paper companies, and their method of remaining in a local location and functioning well.
- Is there a timing and certain schedule of events that have worked to routinely, produce a base accomplishment, and then surplus success, known to the business?

Description

- The foundation rules must be established in terms of who will report on the progress. For example the following may be parties to contribute:
- The Press Telegram
- Forum members
- All businesses viable to advertising
- Maybe specific individual and related parties with permission
- Functional Apparatus (This includes the intricate used to create the routine setting and provision, such as a place, a time, the budget for the project function, who or what is support it, and how it will be arranged in terms of and substitute delivery of in put allowed only a certain number of times.

List location or contact for specification (or other related documents) here

Competitive Analysis

- **Competitors**

- Who are the competitors to the Press Telegram, what do they offer that can be out done by the combined efforts and contributions of the forum, to create a greater value to the customer.

- **Strengths**

- What are the strength the Press Telegram posses. What has worked for them time and time again, and can possibly be refined or used to strengthen other areas.

- **Weaknesses**

- What specifically are some of the weak spots and can some of them be helped immediately and for the long term for the earlier mentioned set of goals.

Competitive Analysis, Cont.

- **Competitors – each parties comments on.**
- **Strengths– each parties comments on.**
- **Weaknesses– each parties comments on.**

FOR MORE INFO...

List location or contact for competitive analysis (or other related documents) here

Technology

- **New technology being used**
 - Benefits
- **Standards being adopted**
 - Benefits
- **Standards specifically being ignored**
 - Drawbacks & benefits

Define your comment and findings to pertinent parties!

Team/Resources

- **State what and who, can be contributed to these areas importance, in accordance to need and situation.**
 - **People**
 - **Support & services**

Procedures

- Highlight any procedures that are similar and may have patterns that can create parallel methodology.
- Highlight the differences and those areas of specific uniqueness.
- Discuss the benefits of what has been implemented and what could even better.

FOR MORE INFO...

List location or contact for procedures document (or other related documents) here

Schedule

- Review high-level or key milestone areas of the Press Telegram procedural function, according to the company schedule and events.



FOR MORE INFO...

List location or contact for detailed schedule (or other related documents) here

Current Status

- **What is the overview of the Press Telegrams progress in accordance to its yearly schedule and goals, maybe highlighting historical and present achievements and losses, especially specifying certain areas.**
 - What is on-track and in what areas of success
- **What areas are behind, where did the losses occur, as well as what is an impact of the losses.**
 - In what areas are there signs of being ahead or possibly gaining an advantage.
- **What are the unexpected problems that have occurred at the Press Telegram.**

Related Documents

- **Marketing plan**
 - Please hint on the base market plan of the Press Telegram in terms of creating new progress and value.
- **Budget**
 - What are the predictions for the Budget, what would help, where would progress be most needed or allocated to insure company success, immediately and long term.
- **When certain goals are met there should be an analysis of how well these goals effected the company long term functionality, and strength.**
- **Submit questions**
 - Members should submit questions in terms of what areas have been satisfied, need assistance and should be monitored for historical progress recorded and noted achievement.