



OPTIMIZED INTEGRATIVE HEALTH



BUSINESS SOLUTIONS PROJECT

OLENTANGY HIGH SCHOOL
675 LEWIS CENTER ROAD
LEWIS CENTER, OHIO 43035
ANIA WHITACRE
APRIL 8, 2025

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I. EXECUTIVE SUMMARY

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Introduction of Business

Optimized Integrative Health is a personal training and nutrition coaching business, located in Powell, Ohio. Owned and operated by Lisa Shepherd, Optimized Integrative Health focuses on meeting clients' goals relating to general fitness, athletic performance and weight loss.



Statement of the Problem

1. Inability to communicate with target market
 - No website
 - No social media
2. New clientele relies on word-of mouth
 - No promotional activities implemented
 - No marketing tactics executed
3. Stagnant growth
 - Low level of new interest
 - Minimal new leads
4. Lost potential profits
 - Inability to solve other problems
 - Lack of business expansion

Purpose

- 1 Increase communication
- 2 Implement promotional activities
- 3 Business growth

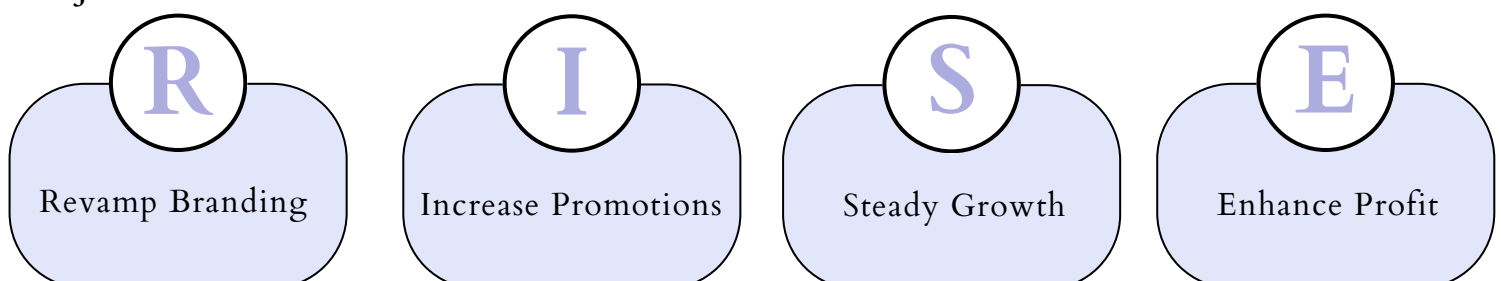
Rationale

The needs and goals of the business will be discussed and met through the activities executed within the campaign. Once these goals are met, the overall business will see improvements. This will lead to the ability to **transition Optimized Integrative Health from a side business to primary business.**

Expected Benefits

Improve Communication and Exposure <ul style="list-style-type: none">• Build brand image• Educate target market	Increase Number of New Leads <ul style="list-style-type: none">• Inform market about services offered• Increase interest of the target market	Increase Profit <ul style="list-style-type: none">• Implement promotional strategies• Profit increase of 50%
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Project Goals



I. EXECUTIVE SUMMARY

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Human Resource Management Plan



Ania Whitacre
Project Manager



Lisa Shepherd
Owner of
Optimized Integrative Health

Milestones and Timeline

Research

- Conduct client meeting
- Research target market
- Website development

Planning

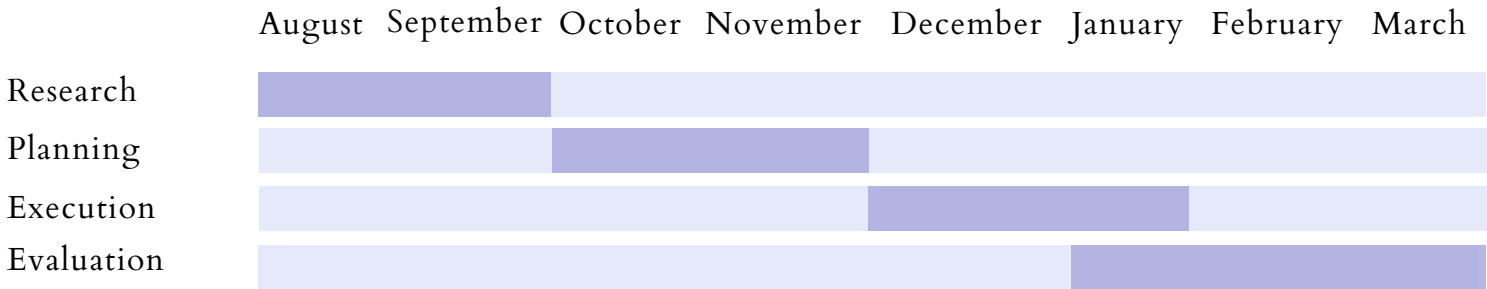
- Plan promotional events
- Create social media content
- Identify key performance indicators

Execution

- Website launch
- Nutrition seminar
- Holiday promotion
- Business collaboration

Evaluation

- Website interactions
- Social media growth
- New leads
- Profit increase



Quality Management Plan

Key performance indicators to measure the success of the project.

Website Interaction	Social Media Growth	New Leads	Profit Increase
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Risk Management Plan

Issues	Impact
Personal Scheduling Conflicts	→ Decreased Income
Technical Difficulites	→ Lack of communication and resources

Budget

Activity	Cost
Nutrition Coaching Seminar	\$300
Website Subscription	\$60
TOTAL BUDGET	\$360

I. EXECUTIVE SUMMARY

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Execution



Monitoring

Project manager monitored the project by using a shared calendar for upcoming events and social media post dates. Frequent meetings with Mrs. Shepherd were conducted to discuss concerns about current and future events.

Controlling

To control the execution of events, project manager researched different platforms for website building and social media, and adjusted campaign plans when abrupt schedule changes occurred.

Evaluation of Key Metrics

Website Unique Visits	240	Social Media Views	8.7k
Total New Clients	28	Total Profit Increase	563%

Lessons Learned

Initiating:

Obtaining data about the business, to prevent delays in planning.

Execution:

Remain on schedule with website development deadline.

Planning & Organizing:

Prepare for the possibility of scheduling conflicts during promotional periods.

Monitoring & Controlling:

Receive and use analytic details from the website portal about views and visits.



Recommendations for Future Projects

 Addition of Calendar on Website

 Greater Budget Flexibility

 Alternative Promotional Channels