**ANSWER**

**1i.** Phase 1 – Planning

 In this phase, requirements and specifications are created that the software is expected to meet.

 After that inquiries into the already existing software to see if it meets the set-out requirements and specifications is made and the findings are noted down.

 Phase 2 – Analysis

 The information acquired from the inquiry is looked at and critical analysed to determine its short comings and in what areas it excels.

 Feasibility of the project going through is then evaluated and the results are noted based on the outcome of the earlier analysis.

**1ii.** An IT project management methodology that can be adopted for this project is the waterfall methodology. The waterfall methodology is sequential. It is also heavily requirements focused. You need to have a crystal-clear idea of what the project demands before proceeding further. There is no scope for correction once the project is underway.

The waterfall method is divided into discrete stages. You start by collecting and analysing requirements, designing the solution (and your approach), implementing the solution and fixing issues, if there are any. Each stage in this process is self-contained; you wrap u one stage before moving onto another.

This waterfall methodology is favoured because by investing time in the early stages of a project (before making an acquisition), managers ensure design needs and other requirements have been met in so doing saving the time and effort generally associated with trying to rectify problems.

**2a.**

**2b.** Firstly, we carry out a survey to find out what the competitors on the market are offering. This is because on the market every competitor has some monopoly power and they want to maintain their competence.

Secondly, there are two classical competitive strategies that work. One is to decrease cost to be ahead of the competition and the other is to make your product or service more distinct from what is on the market. My approach will be to decrease our cost to a few points below the competition.

Lastly, the customer relationship management system will help us to know the exact services that our customers need. Thus, we integrate the pricing strategy and CRM together to give our customers the services they need at a price that is below the competition. In doing so, we get a competitive edge and improve our relationship with our customers.

**3.** The study of project management is important for computing and information technology students because IT projects have included more failures than successes. If students are exposed to the intricacies of project management, it will ensure that students go on to approach projects better equipped to succeed and put forth quality and desired deliverables.