

# PROJECT MANAGEMENT BRIEF

## Client details

Fruity Publishing Ltd, 256 Strawberry Fields, London N15 7AS

Primary contact: Joe Bloggs (Publications Manager), 0203 4465 465453,  
joe@fruitypublishing.com

## Project background

Fruity Publishing is the market leader for books on fruit. Our best-selling title *100 Green Bananas* has been updated, and will be published as a second edition.

### Specifications

Title: *100 Green Bananas*, 2nd edition

Author: Dr Shirley Manners, 80 Sherbet Way, Brighton BN2 83S; 01276 58521,  
s\_manners@qwert.com

ISBN: 978-3-15-142410-0

Estimated extent: 160 pp (80,000 words, 25 figures, 12 tables)

Index required

Cover: PPC, 4 colour

Text colour: 4 colour

Page size: Royal Octavo (234 mm × 156 mm)

Print run: 750

Target manufacturing costs: £3942 (unit cost: £5.26)

Refer to the Transmittal Form for further information

## Requirements

To manage production of this title from transmittal through to delivery of print-ready files. The project manager will be responsible for overseeing the entire production process, including scheduling and liaising with the author and suppliers.

### Suppliers

Fruity Publishing to use Ace Text Ltd for typesetting and Wet Ink Ltd for printing: see Transmittal Form for contact details.

Other suppliers required: copy-editor, illustrator, proofreader and indexer. Commissioning these is the project manager's responsibility.

## **Deadline**

Final print-ready required by Fruity Publishing by 21 December 2018. This deadline is firm and must not be exceeded.

## **Costs**

The £3942 target must not be exceeded.

Breakdown of the £3942 target by task to be supplied by Fruity Publishing. The project manager to obtain estimates/quotes from suppliers and inform Fruity Publishing if significantly different from the target.

An additional 10% contingency (£394) is available. This must not be used without prior approval by Fruity Publishing.

Fruity Publishing to pay suppliers directly. Suppliers to be asked by the project manager to invoice Fruity Publishing not the project manager.

## **Progress reports and correspondence**

A progress report is required from the project manager on the first Monday of each calendar month.

Fruity Publishing to be informed immediately by the project manager of any problems.

All correspondence, including suppliers' invoices, to include the ISBN (used in house by Fruity Publishing to track and identify publications).

## **Other**

Design specifications to be supplied by Fruity Publishing.

Reuse the 1st edition foreword.

Branding: under our Fruity Soft imprint – use appropriate logos.

Chapter 2 is incomplete – to be supplied by 27 July 2018.

The author is on holiday 11–21 September 2018.

## **Project manager's fee**

To be negotiated between Fruity Publishing and the project manager.

Expenses incurred by the project manager on this title to be paid additional to the agreed fee.