Project Charter for Online Sales Program

Project charter is a type of project document that provides a summary of a project’s title, objectives, scope, deliverables, timeline, approach, requirements, success criteria as well as roles and responsibilities of key stakeholders (Schwalbe, 2010). A project charter that can be used for implementing an online sales program in Top Liance Corporation is shown in table below-

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| --- | --- | --- | --- |
| **Project Charter**  **February 27, 2013** | | | |
| **Project Title**: Internet-based Sales Program Implementation Project  **Date of Authorization**: March 1, 2013  **Project Start Date**: March 1, 2013 **Project Finish Date**: April 30, 2013 | | | |
| **Project Manager**: ABC (XXX) XXX-XXXX, ABC@xxxxx.xxx | | | |
| **Project Scope Statement:**  *Project Goals and Objectives*: Following are some of the main goals of this project:   * To install a web-based application for creating an online sales program * To increase sales volume * To enhance profit margin * To improve relationships with customers * To reduce delay in sales offerings * To improve management sales process   *Project Requirements*:   * The new web-based sales program must be user friendly and simple. * Specification of the deliverables. * Need to organize training session for sales employees to prepare sales employees for using online sales program. * The online sales program must store sales data and information of customers.   *Project Deliverables*: The main deliverables of the project are as below-   1. Needs assessment and examination of existing sales program 2. Budget summary report 3. Project status reports 4. Final project report after closing 5. Project benefit measurement document 6. Program design and software installation 7. An internet-based sales program   *Project Success Criteria*: The sponsor stated that the project will be successful if it is completed within set time period as well as allocated budget. The new web-based sales program must meet all specific requirements in terms of ease of use or operate, store sales data, timely completion etc. The CEO of the company will approve this project by discussing and considering advices of key stakeholders.  *Project Constraints:*   * The project must be completed within 2 months. * Maximum allocate budget is $200,000. * Restriction to follow high quality standard in order to avoid any security related issue in future.   *Project Exclusions*:   * Top Liance Corporation is responsible to provide fund for the project. * The project schedule is limited Monday to Friday between 9:00 AM to 6:00 PM. | | | |
| **Approach**:   * Communicate all sales employees about implementation of a new Internet-based sales program. * Take service of an information technology firm. * Hire a software specialist on contract basis. * Create a project team by including head of sales department, a software specialist, project supervisor, purchasing consultant from IT department and other team members. * Purchase all required hardware tools and appropriate online sales software. * Develop a clear project plan, work breakdown structure (WBS), scope statement, Gantt chart and risk management plan within 15 days after starting. * Develop and organize training sessions on new online sales program. * Work closely with each team member to implement online sales program successfully. | | | |
| **Roles and Responsibilities**: | | | |
| **Name** | **Role** | **Position** | **Contact information** |
| XYZ | CEO | Sponsor | XYZ@xxxxx.xxx |
| ABC | Project Manager | Head of Sales department | ABC@xxxxx.xxx |
| xyz | Purchasing Consultant | Head of IT department | xyz@xxxxx.xxx |
| Xyz0 | Team Member | Software Specialist | Xyz0@xxxxx.xxx |
| Xyz1 | Team Member | Testing expert | Xyz1@xxxxx.xxx |
| Xyz2 | Team Member | Programmer | Xyz2@xxxxx.xxx |
| Xyz3 | Team Member | Hardware expert | Xyz3@xxxxx.xxx |
| **Sign-off**: (Signature of all the above stakeholders) | | | |

**Project Timeline**:

It is expected that this project will take at least 2 months to implement internet-based sales program within the organization successfully. A high level estimated timeline for the project is as below-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ID** | **Tasks of Internet-based Sales Program Implementation Project** | **Start** | **Finish** | **Duration (days)** |
| 1 | Need assessment | 3/1/2013 | 3/4/2013 | 2 |
| 2 | Requirement analysis | 3/5/2013 | 3/7/2013 | 3 |
| 3 | Development of project Plan | 3/8/2013 | 3/11/2013 | 2 |
| 4 | Development of project scope | 3/12/2013 | 3/14/2013 | 3 |
| 5 | Development of schedule and WBS | 3/15/2013 | 3/16/2013 | 2 |
| 6 | Program design | 3/18/2013 | 3/26/2013 | 7 |
| 7 | Hardware set-up | 3/27/2013 | 3/4/2013 | 7 |
| 8 | Software installation | 3/5/2013 | 3/15/2013 | 7 |
| 9 | Testing | 3/16/2013 | 3/23/2013 | 6 |
| 10 | Training | 3/24/2013 | 3/28/2013 | 3 |
| 11 | Project closing | 3/29/2013 | 3/30/2013 | 2 |

References

Schwalbe, K. (2010). *Information Technology Project Management* (6th ed.). USA: Cengage Learning.