

BENEFITS REVIEW PLAN

Project : M&M

The aim of this project is to build a system to enable M&M be able to conduct their business in the online space, track activities in real-time, and importantly being secured. This will be in line with the automation of some manual processes making it current with the latest features in the market, the interface, and interaction of users to be seamless.

1. Benefits Review Plan History

1.1 Document Location

This document is only valid on the day it was printed.

The source of the document will be found at this location – Basecamp> Project M&M > Doc & File > Define > BA Documents > Define-Benefit Review Plan

1.2 Revision History

Date of this revision: 19/04/20221

Revision date	Previous revision date	Summary of Changes	Changes marked
19/04/2022	N/A	First issue	

1.3 Approvals

This document requires the following approvals.

Signed approval forms should be filed appropriately in the project filing system.

Name	Signature	Title	Date of Issue	Version

1.4 Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Project M&M	BA Team	10/04/2022	1

2. Table of Contents

1	Benefits Review Plan History
	1.1 Document Location
	1.2 Revision History
	1.3 Approvals
	1.4 Distribution
2	Table of Contents
3	Scope
4	Accountability
5	Benefits Measurement
6	Resources
7	Baseline Measures
8	Performance Review

3. Scope

The aim of this project is to build a system to enable M&M be able to conduct their business in the online space, track activities in real-time, and most importantly being secured.

The system will be designed and built using precise and defined requirements agreed by the client. These benefits would be measured after the website goes live as benefits can only be achieved at that stage.

Expected measurable benefits once the website is in operation:

M&M will have an online and global presence.

This project will help M&M to generate higher revenue via sales and this will enhance business growth.

M&M will become accessible to its customer at all times.

Market expansion, M&M will be able to reach a wider audience.

Business recognition that can potentially attract external investors.

Increase in product offerings.

Increase in revenue and brand recognition, will give more trading power and present opportunity for direct partnership with the supplier rather than using a third party.

4. Accountability

This section will provide information on who is accountable for the success of the expected benefits of project M&M. To achieve the project mandate, we have adopted the use of RACI Matrix model to identify responsible parties in the project team.

The RACI Matrix is used to ascertain roles and responsibility for all the stakeholders during a project.

- **Responsible:** The person who does the work to achieve the task. They are responsible for getting the work done or decision made.
- **Accountable:** The person who is accountable for the success of the project mandate. Their main goal is to * Establish clear goals and targets. * Focus on the future state. * Ask for help when needed. * Provide honest and constructive feedback.
- **Consulted:** The people who provide information for the project and with whom there is two-way communication. Usually the consulted are several people, often subject matter experts.
- **Informed:** The people kept informed of progress and with whom there is one-way communication. These are people that are affected by the outcome of the tasks and need to be kept up to date.

	Initiate	Define	Execute	Close
R A C I	PM Team	PM Team	PM/ PMO Team	PM Team
	PMO Team	PMO Team	BA Team	PMO Team
	BA Team	BA Team	Developer	BA Team
	PM & BA Team leads	PM & BA Team leads	PM & BA Team leads	PM & BA Team leads
	Sponsor	Sponsor	Sponsor	
	PM/BA Support	PM/BA Support	PM/BA Support	PM/BA Support
	Sponsor	Sponsor	Sponsor	Sponsor
	PM/BA Support	PM/BA Support	PM/BA Support	PM/BA Support

5. Benefits Measurement

Owner: is the person who is accountable for the expected benefits

Measurement: describe how to measure achievement of expected benefits, and when they can be measured

Resources: what resources are needed to carry out the review work

Baseline: measures from which the improvements will be calculated

Ref No	Benefit Description	Owner	Measurement		Resources
			How	When	
BM 01	A robust and scalable website.	Project team	The maximum number of users who can use the website at a time without any hiccups, delays or degradation in performance	3-6 months after the launch of website	Project team and Developer
BM 02	Improved customer experience	Project Sponsor	Amount of positive feedback and user friendliness of the website	6 months after the launch of the website	Project team and Developer
BM 03	Increased global presence and wider reach	Project Sponsor	The use of google analytics to monitor traffic to the website	3-6 months after the launch of website	Project Sponsor
BM 04	Real time information on product patterns and interests to aid adequate product forecasting	Project Sponsor	Amount of repeat customers and product sales	3-6 months after the launch of website	Project Sponsor
BM 05	A website that is quick, easy and inexpensive to modify.	Project Sponsor	The length of time it takes to edit/update the website and routine maintenance	3-6 months after the launch of website	Project Sponsor and Developer
BM 06	Seamless order process and real time product management	Project team	Length of time it takes to process orders	3 months after the launch of the website	Project Sponsor and Developer
BM 07	Increase in sales and revenue	Project team	Number of sales before the website compared to the number of sales after the website is launched.	6 months after the launch of the website	Project Sponsor, Project team and Developer

6. Resources

Resources refers to the capital, people, materials and goods required to effectively execute and deliver the project within the fixed time scope and within budget.

Capital resources: The fixed budget for this project is £5,000.

Software resources: Visio, Microsoft office products, Google Analysis, Jira

Human Resources: The team consist of PM team, BA team, PMO, Developer and Stakeholder

7. Baseline Measures

M&M beauty conducts its business on social media platforms currently i.e. Instagram and Snapchat therefore, M&M does not have any historical data we can compare the expected benefits. M&M beauty is limited in the number of customers they reach currently, as their products are not offered globally or online, it is also difficult to retain customers and provide real time support. Considering this, the solution is to create a website that is interactive, user friendly and easily accessible. The Table below describes how the benefits will be measured after the launch of M&M's website.

Measurement	Baseline
User friendly website	The new website would be user friendly and easy to navigate.
Number of new customers	We expect that there will be an increase in the number of new customers due to the launch of the website.
Customer retention	A trusted and secure website would build trust amongst new customers therefore leading to repeat customer relationship and customer retention.
Global presence	A new website would provide global access to a wider range of customers without geographical constraints.
More product and service offerings	The website would give M&M beauty the opportunity to offer more products and create regional niche products and services.

8. Performance Review

The ultimate measure of success for M&M beauty is to launch a user-friendly website.

The website should include the following:

- Safe and secure payment gateways
- Link so social media accounts
- Google and Facebook sign in
- Secure website to protect against cyber attacks
- Menus and sub menu
- Access to products and services
- Account creation
- Live chat
- Customer feedback and product review
- Connection to Google analytics and SEO