



Project Plant Pals Operations & Training Plan April 18th

Document Status: **Draft** | In Review | Approved

Executive Summary:

The goal of project plant pals is to create a service that offers small low maintenance desk plants to Office Green's high volume customers.

Project Goal

SMART: *Specific, Measurable, Attainable, Relevant, and Time-bound*

- Increase the revenue of office green by 3% by offering plant pals - small desk plants that thrive in an office environment to our high volume customers by the end of 2022.

Deliverables

1. Create Advertising about Plant Pals
2. Ship plant pals to customers
3. Gain feedback of plant pals being implemented in the office environment.

Business Case / Background

Why are we doing this?

- Having a small desk plant that is low maintenance has been a top request of customers and will help with customer retention as well as gaining new clients.

Benefits, Costs, and Budget

Benefits:

- Support new service leading to 5% revenue increase, reduce late shipments and related costs, increase customer satisfaction
- Additional benefits (optional):

Costs:

- Price of software, installation fees, time spent on hiring and training
- Additional cost areas (optional):

Budget needed:

- \$75,000

Scope and Exclusion

In-Scope:

- Customer service standards, delivery processes, training protocols
- Other in-scope items (optional):

Out-of-Scope:

- Product development, vendor contracts
- Other out-of-scope items (optional):

Project Team

Project Sponsor: Director of Operations

Project Lead: Project Manager (You!)

Project Team: Fulfillment Director, Quality Assurance Tester, Inventory Manager, Financial Analyst, Human Resources Specialist, Training Manager

Additional Stakeholders: VP of Customer Success, Account Manager, Receptionist, Sales Director, Sales Team, Marketing Director, Investors

Measuring Success

What is acceptable:

1. Sales growth by the end of 2022 - Expect to see our profits grow by 5%
2. New Customers - We expect to see a 10% increase in new clients.