

Project charter

Project Name : KAVS relay product upgrade
Group code : NEXT81_ONL1_ERP8_M1d
Revision : 01
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KAVS product upgrade

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Executive Summary:

Our plan is to upgrade the KAVS product and implement the latest technology to it to cope the technology revolution. By producing 1000 pieces of the KAVS relay and implementing a suitable marketing plan in addition to implementing training plan we will increase the sales of this product and increase the customer retention and increase the revenue which is meeting our company goals and policy.

Project Goal

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

- To Increase sales of the product KAVS by implementing new sales and marketing strategies by 20% by the first quarter of year 2025.
- To increase customer retention rate by 10% by the second quarter of year 2025 by applying latest technology to the product KAVS and making operation and training plan.

Deliverables

- New design of the KAVS product.
- Produce the KAVS relay product implementing IoT technology.
- Develop webpage
- Develop new Marketing & Sales Strategy plan.
- [Develop](#) training program.

Business Case / Background

Why are we doing this?

- Due to technical problem occurred in the recent version of KAVS relay product, it has affected our customer in the negative way by increasing the possibility to damage their equipments. This impacts our sales rate of KAVS product to be decreased in addition to that our reputation may has affected.

Benefits & Costs

Benefits

- Implementing IoT coping with the latest technology.
- Mitigation of potential revenue losses due to decrease of KAVS product sales.
- Increase of sales which in turn is an increase of the potential revenue.
- Increased customer retention.
- Improve company reputation.

Costs:

- R&D process costs.
- Implementing latest technology in high quality costs.
- Cost of materials (Electronic components, packaging materials, etc.)
- Operational costs (Man-hours costs, overhead).
- Costs of marketing (web development, Brochures, etc.)
- Training for sales employees costs.

Budget needed:

- \$100,000

Scope and Exclusion

In-Scope: Budget Management, Web development, Supply Chain Fulfillment, Quality Controls, Human Resources, Marketing, Training

Out-of-Scope: Pricing, Account Management

Project Team

Project Sponsor: Director of Operations

Project Lead: Project Manager

Project Team: Software engineer, Design engineer, Production engineer, Quality Assurance Tester, Budget Coordinator, Financial Analyst, Human Resource Specialist, IoT developer ,Web developer, Sales director, Marketing director

Additional Stakeholders:

Measuring Success:

What is acceptable:

- 20% increase of KAVS product sales by the first quarter of year 2025
- 95% customer retention rate after six months of launching.
- Train 90% of sales representatives.
- 40% increase of webpage customer engagement.