# **PROJECT CHARTER**

| **1. General Project Information** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project Name:** | | | | Recommendation of Top 10 regions for Promotions on Alcohol consumption in Russia | | | | |
| **Executive Sponsor:** | | | | BTAA | | | | |
| **Impact of project:** | | | | Increase sales and market penetration in targeted regions, enhancing brand visibility and customer engagement. | | | | |
| **2. Project Team** | | | | | | | | |
|  | | **Name** | | | **Role** | | **E-mail** | |
| **Project Lead:** | | Balaji Raj Veluchamy | | | Project Coordinator | | bvelucha@asu.edu | |
| **Team Members:** | | Adit Patel | | | Data Collection and cleaning | | apate236@asu.edu | |
| **Team Members:** | | Tanisha Kumar | | | Researcher | | tkumar15@asu.edu | |
| **Team Members:** | | Anushka Madiwale | | | Communicator | | apmadiwa@asu.edu | |
| **Team Members:** | | Linh Pham | | | Data Analysis | | lkpham1@asu.edu | |
| **3. Stakeholders** | | | | | | | | |
| Executive Management Team [BTAA Team 7] | | | | | | | | |
| Sales Department | | | | | | | | |
| Regional Store Managers | | | | | | | | |
| **4. Project Scope Statement** | | | | | | | | |
| **Objectives (in business terms)** | | | | | | | | |
| Identify 10 regions with wine, beer, vodka, champagne, brandy buying habits similar to Saint Petersburg. To increase the specific alcohol sales in those targeted regions within 12 months post-promotion. | | | | | | | | |
| **Deliverables** | | | | | | | | |
| A detailed market analysis report identifying 10 target regions, a comprehensive promotional plan tailored to each region, and a post-promotion performance report. | | | | | | | | |
| **Major Known Risks (including significant Assumptions)** | | | | | | | | |
| | **Risk** | **Risk Rating (Hi, Med, Low)** | | --- | --- | | Inaccurate market analysis | Medium | | Unforeseen Regional regulatory changes | Low | | | | | | | | | |
| **5. Communication Strategy** | | | | | | | | |
| Weekly status reports to the Project Lead.  Weekly project team meetings to review progress and address challenges.  Track of each team member's performance. | | | | | | | | |