# CHARTER

**PrimePath Provisions**, a successful traditional food distributor based out of Washington state has identified an opportunity in the D2C space for fresh/never frozen healthy food delivery for the growing 18-28 year old demographic. The aim is to launch a new brand ***GotNoChill.com*** that will provide a modern consumer friendly e-commerce platform for direct-to-customer ordering and logistics customization. Features such as real-time order tracking, flexible delivery options, and data analytics for demand forecasting will drive customer satisfaction and operational success. The key objectives align with the information gathered from the sources and previous conversation, highlighting crucial aspects of the project:

● **Developing a clean modern interface for browsing, ordering, and tracking:** The e-commerce platform must have a robust front-end application built with modern frameworks like React, Angular, or Vue. This interface will provide customers with a seamless experience for browsing products, placing orders, and tracking their deliveries.

● **Integrating APIs to seamlessly connect inventory and logistics systems:** The platform should integrate with existing systems such as ERP, WMS, and TMS. This integration will ensure efficient order processing, inventory management, and delivery coordination. APIs will play a crucial role in enabling seamless data flow between these systems.

● **Establishing a scalable and secure cloud infrastructure using Azure:** Given the company's SaaS cloud experience, leveraging a cloud platform like Azure is a suitable choice. Utilizing Azure's compute, storage, database, and networking services will ensure scalability, security, and cost-efficiency for the platform.

● **Delivering actionable business insights through data analytics dashboards:** Implementing data analytics capabilities is essential for tracking sales, customer behavior, and logistics performance. Dashboards will provide a visual representation of key metrics, enabling data-driven decision-making for product development, marketing strategies, and operational optimization.

**Based on the "moderate" IT development score from our previous conversation, the company needs to address the potential challenges of limited e-commerce and cloud platform expertise.** This project will require some decisions in build-vs.buy and will require augmenting staff by hiring consultants or training existing employees to bridge the skill gaps in areas such as e-commerce platform development, cloud infrastructure management, and system integration. PrimePath’s existing IT infrastructure and data availability are positive factors that can be leveraged for this project. However, a thorough assessment of integration capabilities, data management expertise, and cybersecurity preparedness is crucial for successful implementation.

# SCOPE

# Prime Path D2C *GotNoChill.com*

**Project Sponsor:** Professor Stephen Savage

**Project Start Date:** 12/10/2024

**Project Budget:** 120-200K

**Project Objectives:**

This project aims to implement a robust and scalable e-commerce platform enabling direct customer ordering and logistics customization for a medium-sized food distributor. The platform will address the limitations of the current distribution model, enhance customer satisfaction, increase revenue, optimize operations, and provide valuable market insights1. Specific objectives include:

● **Enhance customer experience by providing direct ordering and delivery options**2.

● **Increase revenue through expanded customer reach and potential for cross-selling and upselling**.

● **Optimize logistics and inventory management by improving demand forecasting and order fulfillment efficiency**.

● **Gain valuable customer data and insights to inform product development and marketing strategies**

## Project Scope:

The project scope encompasses the design, development, testing, and deployment of a cloud-based e-commerce platform with the following key features and functionalities:

● **E-commerce platform:** A user-friendly interface for product browsing, ordering, and order tracking.

● **Inventory and order management integration:** Seamless connection with existing inventory and order management systems.

● **Flexible logistics options:** Implementation of delivery slots, pick-up points, and special delivery instructions.

● **Route optimization:** Leverage technology to optimize delivery routes and reduce transportation costs.

● **Data analytics:** Implement data analytics capabilities to analyze customer behavior and preferences7.

● **Cloud infrastructure:** Establish a scalable and secure cloud infrastructure using Azure89.

**Project Deliverables:**

● A fully functional e-commerce platform deployed on Azure.

● Integration with existing inventory and order management systems.

● Real-time order tracking and delivery status updates for customers.

● Data analytics dashboards for monitoring key performance indicators (KPIs).

● Comprehensive project documentation, including technical specifications, user manuals, and training materials.

## Project Success Criteria:

● **Meeting project objectives:** Successful achievement of the defined project objectives.

● **On-time and within budget delivery:** Completion of the project within the established timelines and allocated budget.

● **User acceptance:** Positive feedback and adoption of the platform by customers and internal stakeholders.

● **System performance and scalability:** Meeting performance benchmarks and ensuring scalability to accommodate future growth.

● **Security and data protection:** Robust security measures to protect customer data and ensure compliance with relevant regulations.

## Project Risks:

● **Skills gaps:** The company has a moderate IT development score due to potential skill gaps in e-commerce and cloud platform expertise.

● **Technology adoption:** Resistance to change within the organization could hinder the smooth adoption of new technologies.

● **Integration complexity:** Integrating the new platform with existing systems could present technical challenges.

● **Data quality:** Ensuring data accuracy and consistency for optimal decision-making requires thorough data management practices.

● **Cybersecurity threats:** Protecting the platform and customer data from cyberattacks requires robust security measures.

**Risk Mitigation Strategies:**

● **Skill development:** Address skill gaps by hiring consultants or providing training to existing employees in e-commerce platform development, cloud infrastructure management, and system integration.

● **Change management:** Implement a comprehensive change management plan to ensure smooth technology adoption and minimize resistance.

● **Integration planning:** Develop effective integration strategies and utilize appropriate integration tools and technologies.

● **Data quality management:** Establish data quality standards, implement data validation processes, and ensure data consistency across systems.

● **Cybersecurity best practices:** Implement robust security measures, including encryption, access controls, intrusion detection systems, and regular security audits.

## Project Team:

● **Project Manager:** [Insert Name and Responsibilities]

● **Technical Lead:** [Insert Name and Responsibilities]

● **Development Team:** [Insert Names and Responsibilities]

● **Quality Assurance Team:** [Insert Names and Responsibilities]

● **Business Analyst:** [Insert Name and Responsibilities]

## Communication Plan:

● Regular project meetings will be held to discuss progress, address challenges, and make decisions.

● Status reports will be provided to stakeholders on a weekly basis.

● A dedicated communication channel will be established for project-related communication and updates.

## Project Approval:

This project charter has been reviewed and approved by:

● **Project Sponsor:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_