# Project Charter

**Introduction**

Children no longer play outside their houses, due to the influence of technology. In today’s generation, you will not see them playing the traditional “larong pinoy” called “tumbang preso” or ‘taguan’ with their neighbors but rather see them on every computer shop. A lot of people are engaging themselves in taking up this kind of business. As it is a kind of business that is entertaining and something that also attracts a lot of customers.

Computer shops become essential to every individual. It is not only developed to give entertainment but to make a person’s life easier when it comes to school and paper works. A typical computer shop provides services such gaming, internet surfing, paper and photo printing, photocopying and scanning. Most of the computer shops are located near school areas or other public places.

This project aims to create a computer shop name “IT Comp Shop”, to provide service to the community.

Project Name: IT Computer Shop

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| **Created By:** | Celeena Alonzo |  |  |
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| **Created By:** | Celeena Alonzo | **Last Updated by:** | October 19, 2017 |

Our team would like to propose a computer shop that is catered to the needs of the students and masses that is able to provide quality gaming, streaming, surfing, document printing and photo printing. The computer shop will be affordable and available thru 8AM – 12AM as to accommodate the needs of students cramming for their subjects in the next day. Our team sees the profit that this business will give to us and would like to ask for your approval.

**Project Goal**

To establish one of the competitive computer shop in the city of San Juan providing best quality of service within an affordable price and be able to stay long in the business.   
Our main goal in this project is to offer an extraordinary service, like documents and photo printing. Also, we strive to give fast internet access to our valued customers. We will assure that our customer will get what they need and want that will meet their expectations.

**Project Objective**

The project proposal “IT Computer Shop” aims to have the following objectives met:

* To create a project that will distinguish IT Comp Shop from other computer shops
* To develop a computer shop that will capture the interest of people
* To be able to manage the computer shop within the start of the operation

**Statement of Work**

* **Business Need** - A lot of students in [insert Eunice’s address here] are troubled because of the pressing need for computer shops. In the area of our choice, there is no computer shop. The students from the nearby school, Xavier, complain because of the lack of an accessible computer shop that can satisfy both their entertainment and academic needs. And so, our team came up with an idea that is both profitable and helpful for the community, that is a computer shop.
* **Product Scope Description** – Our team’s proposed computer shop will be located at [insert Eunice’s address here] and will have a size of 35 square meters. The building will be a 2-storey building to house the fifty (or more) computers. There is a school in the nearby area so the team thinks that this proposal will be very profitable hence the computer shop proposal. The shop will have high quality gaming facilities, normal computer facilities for surfing and the like, a comfort room for emergency bathroom breaks, printing and photocopy facilities to accommodate the needs of the students and the general masses. The team aims to keep the shop open until wee hours of night where students usually cram for their last minute academic requirements.
* **Product Description –** For the use of the normal computers which is used for surfing, document writing, and or other academic requirements, the team would like to charge 15 pesos per hour. On the other hand, using the gaming computers which is used for deep immersion gaming is charged at 20 pesos per hour. The use of the comfort room facilities is free for the customers. Photo printing prices will depend on the size of the picture that the customer wants to print. And for document printing, the team will charge 1 peso every page.
* **Strategic Plan Part –** In the case of successful business venture of this project, the team plans to open new branches of the computer shop to expand the horizons the shop would be able to reach. Sharing the project’s quality services to the whole nation and if possible to the whole world.

**Business Case**

Our team aims to provide the area with equipped and high quality computers and not only that but also top quality photo printing and document printing. This is in accordance to our vision of a nation that is up-to-date with technology and also it is our mission to keep adolescents from using drugs and from going astray. The team’s goal is to let them know the entertainment and fun given by modern technology instead of using illegal drugs.

In order for the team to build this project, there are certain requirements that are needed to be met. These are the following:

* **DTI Registration** – The team needs to pay 500 pesos to the Department of Trade and Industry to register the business. The team needs to come up with at least three business names in the case of another business’ name matching up with ours.
* **Barangay Clearance** – This will be given free. The team just needs to bring valid IDs for identification.
* **Sanitary Permit** – For hygienic purposes. Bring valid IDs and photocopies of the business permit.
* **Fire Permit** – this will ensure that the business is fire-free and combustible materials will be secured and kept. The business will first need a fire extinguisher in the vicinity before they will be given a permit.
* **Bureau of Internal Revenue Permit** – to avoid the risk of being a tax evader and to fulfill our obligation to our nation.

Also, in accordance to Senate Bill 1218, the computer shop will not be in 500 meters near the school as to abide the law and uphold our credibility.

**Assumptions**

This project proposal is anchored on the assumption that the place in which the computer shop is built is near a school and the distance between this shop and the school is about 500 meters. So we can say that this shop is neither far nor near. Also the researchers assumed that the location picked will have not more than one competitor as the researchers would like to have the maximum profit that could be gained in this proposal.

The project proposal also assumes that the employees who would operate and manage the said computer shop will have the basic to intermediate knowledge and skillset needed for operating and using a computer. It is so that if problems were to arise they would be able to resolve the it without prompting the owners for help.

The business will be renting a space along highway near to Government Office, and schools. The target consumers are students, teachers, office workers, and nearby neighbourhood especially those people whose relatives or loved ones are abroad. The two hundred (200) meter radius requirements as provided in the existing zoning code and other applicable rules and regulations wherein computer shops and other similar establishments and places of amusements should be put up or constructed at least two hundred (200) meters away from the church, schools, hospitals and other government shall be strictly complied with.

**Constraints**

As this is a project proposal made by inexperienced individuals with little to no experience in managing a business there may be some parts that are lacking as opposed to a real project proposal. There are a lot of constraints and limitations in this project proposal. These are some of the following:

* **Resources** – the team might not be able to give the best equipment there is but the team will ensure that the services the customers receive will be the best we can give.
* **Timeframe** – the presented timeframe may or may not be feasible as the researchers are not quite informed regarding computer shop business operations. The time needed to operate and manage a computer shop may be different from what we know it to be.
* **Performance of the business** – as students of the information technology industry, the researchers are not equipped with the knowledge to know what will be profitable or not and also the researchers have not the slightest clue as to what to what makes a business run.

**Risks**

* **Brownouts** – there is a risk of loss of profit if there is ever a case of brownouts/blackouts. It would benefit the project if the team were to invest in a generator since most of their income comes from the computers.
* **Holidays** – since most of the income comes from students, there might be losses when there is a holiday. Students might not come and use the shop and there is a possibility that they might opt to stay at home and rest rather than play games using a computer.
* **Fire** – even if there is a fire extinguisher in the vicinity, there may be cases in which the computers overheat and might start a fire. In this case, there may be losses and accidents. That’s why it is imperative to have a fire permit and to let the government check the business.

**Key Milestones**

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| --- | --- | --- |
| **Task** | **Start Date** | **Target Date** |
| **Project Proposal Creation** | 27 Sept 2017 | 2 Oct 2017 |
| **Selection of Location** | 2 Oct 2017 | 3 Oct 2017 |
| **Business Requirements** | 2 Oct 2017 | 3 Oct 2017 |
| **Construction Phase** | 4 Oct 2017 | 4 April 2018 |
| **Ordering and Moving of Computer Packages** | 5 April 2018 | 12 April 2018 |
| **Finishing Touches** | 13 April 2018 | 15 April 2018 |
| **Opening of the Shop** | 16 April 2018 |  |

**Estimated Budget**

**One-Time Costs**

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| --- | --- |
| Task | Estimated Cost |
| Construction | 4,700,000 |
| Hardware | 945,000 |
| Software | 19,000 |
| Furniture and Equipment | 702,000 |
| Total | **6,366,000** |

**Recurring Costs**

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| --- | --- |
| Task | Estimated Cost |
| Utilities | 59,000 pesos per month |
| Others | 35,000 pesos per month |
| Total | **94,000** |

**Version History**

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| --- | --- | --- |
| **Version** | **Description** | **Updated by** |
| **Version 1.1** | Updated the risks expected | October 18, 2017 |
| **Version 1.2** | Updated budget plan | October 19, 2017 |