Project Charter for QuickShip Logistics Route Optimization Project

Prepared by: Lawan Opeyemi Mercy
Role: Business Analyst
Date: July 4, 2025

Project Title: QuickShip Logistics Route Optimization Project

Project Goal

To significantly improve delivery efficiency and enhance customer satisfaction at QuickShip Logistics by implementing a route optimization system that reduces delivery costs, improves on-time delivery rates, and provides real-time visibility into delivery operations.

Problem Statement

QuickShip Logistics is experiencing operational issues, including rising delivery costs and increased customer complaints regarding delayed shipments. The laborious and inefficient route design method fails to consider important elements including real-time traffic, vehicle load capacity, and balanced route assignments, contributing to these challenges. This has resulted in poor delivery performance, increased fuel usage, and strained customer relations.
The current dispatch and routing workflow involves manual order scheduling, basic route creation without advanced optimization, and limited real-time delivery tracking. Inefficiencies have an impact on customer happiness, operational expenses, and employee productivity.

Project Objectives

- **Primary Objective:** Improve delivery efficiency and customer satisfaction by optimizing the dispatch and routing process.
- **Supporting Objectives** (SMART - Specific, Measurable, Achievable, Relevant, Time-bound):
    - **Reduce Delivery Costs**: Decrease average delivery costs by 15% within the next 6 months through optimized routing and fuel consumption management.
    - **Improve On-Time Delivery Rate:** Increase the on-time delivery rate from the current 75% to 95% within the next 6 months.
    - **Reduce Customer Complaints:** Decrease in the number of customer complaints related to late deliveries by 40% within the next 3 months.

    - **Automate Route Planning:** Implement a route optimization system that automates the route planning process for 90% of deliveries within the next 4 months.
    - **Improve Dispatcher Efficiency:** Reduce the average time spent by dispatchers on route planning per delivery by 50% within the next 3 months.
    - **Enhance Real-Time Visibility:** Provide real-time tracking of all vehicles and deliveries to dispatchers and customers within the next 4 months.
    - **Ensure Regulatory Compliance**: Ensure that all routes and driver schedules comply with relevant regulations (e.g., driver work-hour limits) within the next 2 months.

In-Scope and Out of Scope for the Project

In-Scope

- **Assessment of Current Dispatch and Routing Processes:** Analyzing the existing workflows, data, and technologies used for order scheduling, route creation, and delivery tracking.
- **Requirements Gathering for a Route Optimization System:** Identifying and documenting the functional, non-functional, data, and interface requirements for a new or improved route optimization system. This includes stakeholder interviews and data analysis.
- **Evaluation of Route Optimization Solutions:** Researching and comparing different route optimization software options, including off-the-shelf solutions and potential custom development.
- **Development of a To-Be Process Design:** Creating a future-state process map that incorporates the route optimization system and outlines improved workflows.
- **High-Level Implementation Planning:** Developing a high-level plan for implementing the chosen route optimization solution, including key steps, timelines, and resource considerations.
- **Focus on Last-Mile Delivery:** The project will primarily focus on optimizing the "last mile" delivery process, from the warehouse to the customer's location.
- **Integration with GPS Mapping Services:** Ensuring the route optimization system integrates with GPS mapping services like Google Maps or Waze for real-time traffic data and navigation.

Out-of-Scope

- **Warehouse Management System (WMS) Implementation:** The project will *not* include a complete overhaul or replacement of the existing warehouse management system. However, integration with the WMS *is* in scope if required for data exchange.

- **Fleet Management:** The project will *not* focus on vehicle maintenance, fuel purchasing, or other aspects of fleet management, except where they directly impact route optimization (e.g., vehicle capacity).
- **Sales and Marketing Process Improvements:** The project will *not* address issues related to sales, marketing, or customer acquisition.
- **Detailed Software Development:** The project will *not* involve detailed software development or coding. The focus is on requirements gathering, solution evaluation, and high-level implementation planning.
- **Call Center Operations:** Improvements to the call center or customer service processes are out of scope, except where they directly relate to delivery status updates.
- **Global Supply Chain Optimization:** This project is focused on the local delivery operations and does not extend to optimizing the broader global supply chain.

Key Stakeholders

- Dispatchers
- Warehouse Managers
- Truck Drivers
- Customer Service Representatives
- IT Department
- Executive Management

Timeline

12 - 16 weeks

Budget

To be determined based on solution selection.

Success Criteria

- Achievement of the project objectives (reduced costs, improved on-time delivery, reduced complaints).
- Successful implementation of a route optimization system that meets the defined requirements.
- Positive feedback from stakeholders on the improved delivery process.
- Measurable improvement in key performance indicators (KPIs).