Project Proposal Template

Due: Tuesday at 11:59pm

Understanding the Objective

Business Problem: *What is the Business Problem that you are being asked to work on? Why is this an important problem to the Organization?*

**The security of customers' financial assets is not guaranteed. they are repeatedly subjected to fraudulent acts related to their credit cards.**

**This can lead to a considerable reduction in the bank's client base, and therefore in the number of assets invested with the bank. As the assets are the source of the bank's economic activity, the persistence of this decrease may lead to a considerable loss of market share or even to the bank's bankruptcy.**

Background of the problem: *Who identified there was a problem? Have there been any other attempts to solve this problem?*

**The problem was initially identified by the bank's customers who were credit card holders and victims of this fraud.**

**No prior action has been taken by the stakeholders related to this problem apart from some complaints from customers and the media**

Conceptual Model

Client(s): *Who are you proposing a solution to? What are the incentives of your client?*

**We are proposing a solution to the Senior Manegement.**

Stakeholders: *Who is impacted by the Business Problem?*

Key Relationships: *How are stakeholders or other activities affected by the Business Problem?*

Measures of Performance: *How do the client, organization and other stakeholders measure the Business Problem?*

S.W.O.T

**S**trengths - *What are strengths of the organization that you could leverage in your solution?*

* *Strength 1*
* *Strength 2*
* *Strength 3*

**W**eaknesses - *What are weaknesses of the organization that might undermine your solution?*

* *Weakness 1*
* *Weakness 2*
* *Weakness 3*

**O**pportunities - How can one of the strengths be leveraged as a potential opportunity for the business?

* *Opportunity 1*
* *Opportunity 2*

**T**hreats -  *How can one of the weaknesses pose a threat to the business?*

* *Threat 1*
* *Threat 2*

Alternative Solutions

Provide two potential solutions that the client can choose from. Describe their strengths and weaknesses. How long will the solutions take to complete. What will be the expected cost to implement either solution in terms of time, people and other resources.

Project Summary (Selecting one of the proposed solutions answer the following questions)

* What will need to be done for the project?
* Who on your team will do each part?
* How will the project change the current situation and address the problem?
* Where will the files related to the project be located?