

# SOCHS - PROJECT CHARTER BUSINESS CASE (Group 2)

GENERAL PROJECT INFORMATION					
PROJECT NAME	Syracuse Off-Campus Housing Solutions (SOCHS)				
PROJECT SPONSOR	Syracuse University				
PROJECT MANAGER	Maithili Salankar				
EMAIL ADDRESS	<a href="mailto:maithili.salankar@syra.edu">maithili.salankar@syra.edu</a>				
ORGANIZATIONAL UNIT	Syracuse University				
PROCESS IMPACTED	Off-campus housing solutions				
EXPECTED START DATE	March 1, 2024				
EXPECTED COMPLETION DATE	April 30, 2024,				
EXPECTED SAVINGS	Approx \$15,000				
ESTIMATED COSTS	Approx \$20,000				
DESCRIBE THE PROBLEM OR ISSUE, GOALS, OBJECTIVES, AND DELIVERABLES OF THIS PROJECT					
PROBLEM OR ISSUE	Lack of affordable and transparent off-campus housing solutions for Syracuse University students.				
PURPOSE OF PROJECT	To establish a brokerage-free platform, SOCHS provides comprehensive off-campus housing solutions.				
BUSINESS CASE	Addressing the needs of students by offering a transparent, cost-effective housing solution.				
GOALS / METRICS	<ul style="list-style-type: none"><li>• Increase user satisfaction.</li><li>• Exceed specified listing targets.</li><li>• Achieve profitability within the projected timeline.</li></ul>				
EXPECTED DELIVERABLES	<ul style="list-style-type: none"><li>• Fully functional digital platform (website and mobile app).</li><li>• Onboarded listings and partnerships.</li><li>• Successful marketing campaign implementation.</li></ul>				
DEFINE THE PROJECT SCOPE AND SCHEDULE					
WITHIN SCOPE	<ul style="list-style-type: none"><li>• Development of the digital platform.</li><li>• Marketing campaign targeting the university community.</li><li>• Onboarding listings and partnerships.</li></ul>				
OUTSIDE OF SCOPE	<ul style="list-style-type: none"><li>• Physical housing management.</li><li>• University policy changes unrelated to housing.</li></ul>				
TENTATIVE SCHEDULE	KEY MILESTONE		START		COMPLETE
	Form Project Team / Preliminary Review / Scope		02/15/2024		02/20/2024
	Finalize Project Plan / Charter / Kick Off		02/21/2024		02/25/2024
	Define Phase		02/26/2024		03/10/2024
	Measurement Phase		03/11/2024		03/17/2024
	Analysis Phase		03/18/2024		03/31/2024
	Improvement Phase		04/01/2024		04/15/2024
	Control Phase		04/16/2024		04/22/2024
	Project Summary Report and CloseOut		04/23/2024		04/30/2024

DEFINE THE PROJECT RESOURCES AND COSTS	
PROJECT TEAM	Maithili Salankar, Abhishek Abhyankar, Esha Alva, Shubham Bhalerao, Rohan Ramakrishna
SUPPORT RESOURCES	<ul style="list-style-type: none"> <li>Technical support team for platform development.</li> <li>Marketing professionals for campaign implementation.</li> </ul>
SPECIAL NEEDS	Legal consultation for lease agreement support.

COST TYPE	VENDOR / LABOR NAMES	RATE	QTY	AMOUNT
LABOR	Labor	\$50	100	\$5,000
LABOR	Marketing Services	\$100	50	\$5,000
LABOR	Technical Support	\$80	50	\$4,000
LABOR	Legal Consultation	\$120	20	\$2,400
LABOR	Miscellaneous	-	-	\$600
MISCELLANEOUS				
		TOTAL COSTS		\$17,000

DEFINE THE PROJECT BENEFITS AND CUSTOMERS		
PROCESS OWNER	SOCHS	
KEY STAKEHOLDERS	<ul style="list-style-type: none"> <li>Syracuse University administration</li> <li>Students seeking off-campus housing</li> </ul>	
FINAL CUSTOMER	Syracuse University students	
EXPECTED BENEFITS	<ul style="list-style-type: none"> <li>Cost savings for users</li> <li>Improved user experience</li> <li>Enhanced community integration</li> </ul>	
TYPE OF BENEFIT	DESCRIBE THE BASIS OF ESTIMATE	EST BENEFIT
SPECIFIC COST SAVINGS	Reduction in brokerage fees compared to competitors	\$7,000
HIGHER PRODUCTIVITY (SOFT)	Time saved in utility setup assistance	\$2,500
IMPROVED COMPLIANCE	Legal support leading to fewer disputes	\$3,000
BETTER DECISION MAKING	User ratings leading to informed choices	\$1,500
LESS MAINTENANCE	Reduced need for platform updates	\$2,000
OTHER COSTS AVOIDED	Safety measures preventing incidents	\$1,200
		\$17,200

DESCRIBE PROJECT RISKS, CONSTRAINTS, AND ASSUMPTIONS	
RISKS	<ul style="list-style-type: none"> <li>Technical issues during platform development.</li> <li>Low initial landlord and user adoption.</li> <li>Legal challenges in different jurisdictions.</li> </ul>

CONSTRAINTS	<ul style="list-style-type: none"><li>• Budget constraints.</li><li>• Time constraints for project completion.</li></ul>		
ASSUMPTIONS	<ul style="list-style-type: none"><li>• Stable housing market.</li><li>• Receptiveness of the university community to a brokerage-free model.</li><li>• Consistency in legal frameworks for off-campus housing.</li></ul>		
Prepared by:	SOCHS Team	Date:	24th Feb 2024

