**Week 2 – Assignment #2 (Relaxing Travel Case Study – Project Charter)**

Group 11

Pierce College – Session 6 2023

MIS 302: Project Management

Professor: Joanne Brogden

Document Created By: Kelliann Penrose

Date: 7/12/2023

| **Project Title**: Relaxing Travel | | | |
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| **Project Start Date:** 7/10/2023 **Projected Finish Date:** 10/10/2023 | | | |
| **Budget Information:** $100,000 | | | |
| **Project Manager:** Morrese Morrison,  **Cell Phone Number:** 461-799-2227  **Email Address:** mdmorrison@student.peirce.edu | | | |
| **Project Objectives:**  To select an optimal operation for long-term success and profits. | | | |
| **Success Criteria:**  In order to be successful in either option we would need to know the average age of the current customer base foot traffic. We would have to find out if the majority of our customers are existing repeat customers or walk-ins. We would also need to find a good marketing strategy to inform current and new customers of the new operations whether it be a new store front or remote. | | | |
| **Approach:**  For the first option, the first approach would be to find a new store in the budget within a reasonable distance for current employees and clients. For the second option, we would need to come up with an approach for remote managements and digital marketing. We would also need to find out the cost of digital security, marketing, and equipment for remote work. | | | |
| **Roles and Responsibilities** | | | |
| ***Name and Signature*** | ***Role*** | ***Position*** | ***Contact Information*** |
| **Marie Brown** | **Project Sponsor** | **Majority Owner** |  |
| **Joseph Brown** | **Project Sponsor** | **Majority Owner** |  |
| **Joseph Brown** | **Stakeholder** | **Minority Owner** |  |
| **Elena Brown** | **Stakeholder** | **Minority Owner** |  |
| **Kelli Penrose** | **Team Leader** | **Project Manager** |  |
| **PMA** | **Project Manager** | **Consultant** |  |
|  | | | |
| **Comments:** Joseph with his IT experience will look into the cost of cyber security and develop a data management plan. | | | |