

Project Charter

Project name	Project name that should be on project document: Ace Gear-5 Pro Gaming Controller Launch
Date produced	Date project charter was produced: Oct 1, 2023
Project Goals	<p>What the project will achieve and how it aligns with the goals of the organization:</p> <ul style="list-style-type: none">• To successfully launch the controller along with full-scale marketing and promotional campaign.• Regain Ace Gaming Solutions' position as the leading seller of gaming controller in the market.
Project Objectives	<p>Specific and measurable outcomes that are required to achieve the project goals:</p> <ul style="list-style-type: none">• To increase AGS's market share by 10% within one year of product launch.• To get more brand recognition for AGS as a provider of high-quality gaming accessories and products.
Project budget	<p>Contains funds available for the project:</p> <p><i>Total Budget: \$50,000</i></p>
Project Sponsor	<p>Name of the sponsor and job title:</p> <p><i>Emily smith</i> <i>Chief Marketing Officer (CMO)</i></p>

Project Manager	<p>Name of the project manager and job title:</p> <p><i>James</i> <i>Project Manager</i></p>
Additional Key Project Stakeholders	<p>Names and job tile titles (or project role) of key stakeholders currently known:</p> <ul style="list-style-type: none"> • AGS Board of Directors • Sarah wells (Sales Director) • Gaming influencers and experts • Mary Johnson (CEO) • Dave (Product Development) • Nick (Marketing lead)
Overall Project Milestones	<p>A list of key milestones currently known</p> <ul style="list-style-type: none"> • Development completion • Video launch • Campaign launch • Brand recognition assessment
Overall Project Risks	<p>A list of the overall risks that are known</p> <ul style="list-style-type: none"> • Potential delays in project development • Uncertainty about market reception • Unforeseen quality problems could arise