Project Charter: ORRA Product Expansion and Improvement

**Executive Summary**

ORRA is a local online brand that has been operating for two years, selling basic clothing items such as shirts and pants. The company decided to expand and launch a new product line, including sportswear, shorts, pajamas, and skincare products. However, the new line has struggled to generate sales due to poor marketing efforts and low-quality skincare products, which hindered customer acquisition and retention.

This project aims to address these challenges by improving the quality of skincare products and enhancing the company’s marketing strategy. By doing so, ORRA seeks to increase sales, enhance customer engagement, and become more competitive in the market.

**Project Goal**

To increase sales and improve the customer experience by enhancing the quality of skincare products and launching an effective, targeted marketing campaign for ORRA's new product line. This project aims to boost revenue, widen the customer base, and build ORRA’s reputation as a high-quality brand in both the clothing and skincare sectors.

**Deliverables**

Improved and enhanced skincare product quality

A targeted and revamped marketing campaign

Redesigned branding and packaging

New content for social media and website optimization

Customer feedback loop implementation

Product quality control processes

Logistics strategy to improve delivery and order fulfillment

Sales performance monitoring and website traffic analysis

**Business Case and Background (Why Are We Doing This?)**

ORRA has faced challenges with its new product line due to poor planning and ineffective marketing strategies. The low quality of the skincare products resulted in poor customer satisfaction, making it difficult to reach new customer segments and compete with other brands. Additionally, the weak marketing efforts failed to engage the current customer base and attract new buyers.

By improving our marketing efforts and switching to higher-quality raw materials, ORRA aims to:

Increase customer engagement,

Drive sales growth,

Establish itself as a trusted brand for both clothing and skincare products.

**Benefits, Costs, and Budget**

**Benefits**

**Increased Sales Revenue**: Improved product quality and marketing strategies will drive sales growth.

**Enhanced Brand Reputation**: High-quality skincare products and a strong marketing campaign will improve ORRA's standing in the market.

**Wider Customer Base**: Better marketing and improved products will help attract new customer segments.

**Improved Customer Satisfaction**: High-quality products will increase customer retention and satisfaction rates.

**Competitiveness**: ORRA will become more competitive with other known brands in the industry.

**Costs**

**Marketing Expenses**: Funding for campaigns, promotions, and branding efforts.

**Product Development**: Costs related to enhancing the quality of skincare products and product packaging.

**Logistics**: Expenses for improving delivery, fulfillment processes, and customer support.

**Technology and Tools**: Investment in digital marketing tools, website optimization, and analytics platforms.

**Budget Needed**

* **Total Estimated Budget**: £45,000
  + **Marketing**: £10,000
  + **Product Development**: £15,000
  + **Technology and Tools**: £10,000
  + **Logistics**: £10,000

**Scope and Execution**

**In-Scope**

**Product Quality Improvements**: Improving the quality of the skincare line by sourcing better raw materials and implementing quality control processes.

**Marketing Strategy**: Developing and launching targeted marketing campaigns to promote the new product line, including social media, content creation, and paid advertising.

**Customer Engagement**: Enhancing communication channels and building a customer feedback loop to gain insights on product improvements and satisfaction.

**Logistics**: Streamlining delivery processes, ensuring timely order fulfillment, and improving customer support to handle product returns and inquiries.

**Website Optimization**: Redesigning the website for improved user experience, with a focus on increasing online sales and monitoring traffic.

**Out-of-Scope**

Expansion into international markets.

Launching a completely new product line not related to the existing categories of sportswear, shorts, pajamas, and skincare.

**Project Team and Stakeholders:**

**Project Sponsor**

**Project Owner**: Oversees the entire project and provides approval on major decisions and budget allocation.

**Project Lead**

**Project Manager**: Responsible for the overall project execution, coordination of tasks, and ensuring the timely completion of all deliverables.

**Project Team**

**UI/UX Designer**

**Graphic Designer**

**Accountant**

**Customer Support Team**

**Delivery Manager**

**Quality Control Manager**

**Sales Team Manager**

**Social Media Marketing Specialist**

**Market Research Analyst**

**Product Development Team**

**Measuring Success (What is Acceptable):**

The success of this project will be measured using the following criteria:

**Sales Growth:** A measurable increase in sales revenue from the new product line, with a target of 25% increase in six months.

**Customer Satisfaction:** Achieving a customer satisfaction score of 85% or higher for skincare products.

**Market Reach:** Expanded customer base and increased brand recognition.

**Website Traffic:** A 30% increase in website traffic driven by improved digital marketing efforts.

**Engagement Rate:** A 50% increase in social media followers and a 30% boost in engagement rate through interactive content.

**Return on Investment (ROI):**  
The project aims to deliver a positive ROI by increasing sales, expanding the customer base, and improving operational efficiency. Regular tracking of financial metrics will ensure the project remains on course.