**Fika Sourcing Limited**

**Project Charter**

1. **General Information**

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| **Project Title:** | Implementing a website for Fika Sourcing Limited | | |
| **Brief Project Description:** | This project includes implementation of a website for Fika Sourcing Limited to save a minimum of 10 hours per week for each employee and enhance reach and awareness of the company. | | |
| **Prepare By:** | Pham Nguyet Quynh | | |
| **Date:** | 20/05/2024 | **Version**: | 1.00 |

1. **Project Objectives**

Implementing a website for Fika Sourcing Limited within 4 months based on the Business Requirements Document. The Business Requirements Document for more information. Launching this website may affect current workflow.

By launching a website, Fika Sourcing Limited aims to achieve the following goals:

1. Save a minimum of 10 hours per week for each employee in the customer service department.
2. Gain at least 10000 unique visitors to the website by the end of Q4 2024.
3. Achieve an average time on website of at least 3 minutes by the end of Q4 2024.
4. Rank in the top 5 search results for the keyword “sourcing”, “Fika sourcing”, and other related keywords by the end of Q4 2024.
5. **Approach**

The approach for this project will be a hybrid methodology, combining elements of both Agile and Waterfall methodologies.

1. Planning and Initial Design (Waterfall)

The initial phases of the project, including Planning and Design, will follow a Waterfall approach. This will involve detailed planning, requirements gathering, and design approval, ensuring all foundational elements are well-defined and agreed upon before moving to the development phase.

1. Development and Testing (Agile)

The Development and Testing phases will adopt Agile practices. This will involve iterative feedback, continuous integration, and regular testing to ensure flexibility and adaptability. These practices will help in responding to changes quickly and delivering a high-quality product.

1. Launch and Post-Launch (Hybrid)

The Launch phase will combine structured planning with Agile's flexibility. Post-launch activities will involve continuous monitoring and ongoing improvements, ensuring the website's performance is optimized and any issues are promptly addressed.

1. **Project Scope**
2. In Scope

* Design the UI/UX of the website.
* Develop the website.
* Host and maintain the website.
* Conduct SEO for the website.

1. Out of Scope

* Cold calling for potential customers
* Cold emailing for potential customers

1. **Project Milestones**

**Phase 1: Planning and Design (Month 1)**

* + 1. Project Kick-off Meeting: May 20, 2024

Objective: Define project scope, roles, and responsibilities.

* + 1. Requirements Gathering: May 21 - May 27, 2024

Objective: Collect all necessary requirements from stakeholders.

* + 1. UI/UX Design: May 28 - June 10, 2024

Objective: Design wireframes and mockups for the website.

* + 1. Design Approval: June 11, 2024

Objective: Finalize and approve the UI/UX design.

**Phase 2: Development (Month 2-3)**

9.2.1. Website Development: June 12 - July 25, 2024

Objective: Develop the website based on approved designs.

9.2.2. Order Tracking Integration: July 1 - July 15, 2024

Objective: Implement order tracking functionality.

9.2.3. Internal Testing and Quality Assurance: July 16 - July 30, 2024

Objective: Conduct thorough testing to ensure all features work correctly.

**Phase 3: Hosting and SEO Setup (Month 3-4)**

9.3.3. Website Hosting Setup: August 1 - August 5, 2024

Objective: Set up hosting environment and deploy the website.

9.3.4. Initial SEO Setup: August 6 - August 20, 2024

Objective: Implement initial SEO strategies and setup.

9.3.5. Final Review and Adjustments: August 21 - August 25, 2024

Objective: Final review and make necessary adjustments before launch.

**Phase 4: Launch and Post-Launch (Month 4-5)**

9.4.1. Website Launch: August 30, 2024

Objective: Officially launch the website.

9.4.2. Post-Launch Monitoring: August 31 - September 30, 2024

Objective: Monitor website performance and resolve any issues.

9.4.3. Ongoing SEO Management: Monthly (starting September 1, 2024)

Objective: Continue to optimize the website for search engines.

1. **Roles and Responsibilities**

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| --- | --- | --- |
| **Stakeholder name** | **Designation/Job Title** | **Role** |
| Ola Svensson | Project Sponsor | Approve |
| Pham Nguyet Quynh | Consultant | Approve and review |
| David Kolko | Project Manager | Approve and review |
| Jay Veranen | Compliance | Approve |
| Nathan Fox | IT Department | Create, review and maintain |
| Aaron Singh | Marketing Department | Create, review and maintain |

1. **Resources**

| **Item** | **Cost/Benefit** | **Calculation** |
| --- | --- | --- |
| **Initial Investment** |  |  |
| Website Design and Development |  |  |
| UI/UX Design | 50,000,000 VND |  |
| Website Development | 125,000,000 VND |  |
| Testing and Quality Assurance | 25,000,000 VND |  |
| Total Design and Development Cost | 200,000,000 VND | UI/UX Design + Website Development + Testing and Quality Assurance |
| Hosting and Maintenance |  |  |
| Annual Hosting Fees | 10,000,000 VND |  |
| Monthly Maintenance and Updates | 2,500,000 VND/month |  |
| Annual Maintenance Cost | 30,000,000 VND | Monthly Maintenance and Updates × 12 months |
| Total Hosting and Maintenance Cost (Year 1) | 40,000,000 VND | Annual Hosting Fees + Annual Maintenance Cost |
| Search Engine Optimization (SEO) |  |  |
| Initial SEO Setup | 20,000,000 VND |  |
| Ongoing SEO Management | 5,000,000 VND/month |  |
| Annual SEO Management Cost | 60,000,000 VND | Ongoing SEO Management × 12 months |
| Total SEO Cost (Year 1) | 80,000,000 VND | Initial SEO Setup + Annual SEO Management Cost |
| Miscellaneous Expenses |  |  |
| Domain Registration | 500,000 VND |  |
| SSL Certificate | 1,000,000 VND |  |
| Miscellaneous | 3,000,000 VND |  |
| Total Miscellaneous Expenses | 4,500,000 VND | Domain Registration + SSL Certificate + Miscellaneous |
| Total Initial Investment (Year 1) | 324,500,000 VND | Total Design and Development Cost + Total Hosting and Maintenance Cost + Total SEO Cost + Total Miscellaneous Expenses |

1. **Sign-off**

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| **Name** | **Signature** |
| Ola Svensson |  |
| Pham Nguyet Quynh |  |
| David Kolko |  |
| Jay Veranen |  |
| Nathan Fox |  |
| Aaron Singh |  |