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|  | **Statement of Work**  **Group Assignment**    *- Prepared for* –  **Professor Noel Hayes, MSc. PM**  Fanshawe College, London, ON  A picture containing cartoon, drawing, graphics, circle  Description automatically generated*- Prepared by* –  **Ezechinyere Egbukichi** – ID 1176280  **Sandra Idia** – ID 1176297  **Quenie May Sombilona** - ID 1100074  **Ezeokoli Ifeanyi** – ID 1175353  **Ashok Sharma** – ID 1175509  May 17, 2023 |  |

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|  | **Statement of Work**  **Sustainable Winter Jacket** |  |

**Introduction**

This document briefly outlines the tasks required for the completion of the project which includes the deliverables, budget estimate, timeline with milestones, and the roles and responsibilities of each member of this team. The project focuses on the exciting launch of our sustainable winter jacket line that is tailored to cater to the extreme weather conditions prevalent in Canada. With a strong commitment to sustainability, we aim to offer eco-friendly solutions to the Canadian market, ensuring both style and functionality.

**Objectives**

* To strive for high-quality workmanship to make sure that the jackets are durable and able to withstand extreme cold weather conditions in Canada.
* Establish our brand recognition and awareness through market research and targeted consumers who support sustainable fashion.
* To create a sustainable jacket by using alternative materials from wool suppliers that follow responsible and ethical practices.
* Design and create jackets that are both stylish and functional and are suitable for different winter activities.

**High-level Deliverables**

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| **Deliverables** | **Description** |
| **Design Concept and Specifications** | Develop a design concept and material specifications that incorporate sustainable practices, ethical processes, and eco-friendly materials. |
| **Winter Jacket Prototype** | Create a Physical prototype of the winter jackets, showcasing the design, materials, and features that reflect the project’s sustainability objectives. |
| **Logistic and Inventory Management System** | Develop a distribution strategy and logistic plan to ensure that the product is available in the target markets, and partner retailers. |
| **Marketing Collateral** | Develop the design and production of marketing materials such as product catalogues, website content, brochures, and other promotional materials to effectively communicate the sustainability aspects and features of the jackets. |
| **Product Launch** | Develop PR strategies that will generate positive brand exposure through media, influencers, social media and launch events. |

**High-level Budget**

The total cost for completing the project is **$400,000** estimated to cover all our deliverables. These include direct and indirect costs, contingency reserves, management reserves and all costs related to the implementation of the project.

**Project Timeline and Milestones**

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| **Project Start Date** | May 25, 2023 |
| **Project Finish Date** | December 7, 2023 |

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| **Milestones** | **Date** |
| Final Design Approval | June 20, 2023 |
| Raw Materials Sourcing | June 31, 2023 |
| Prototype Development | July 5, 2023 |
| Testing and Refinement | July 30, 2023 |
| Start of Production | August 15, 2023 |
| Quality Assurance and Inspection | September 1, 2023 |
| Product Distribution | September 30, 2023 |
| Website Launching | November 29, 2023 |

**Roles and Responsibilities**

**Ezechinyere Egbukichi**

**Role:** Project Manager

**Responsibilities:** Responsible for defining tasks, managing resource allocation and scheduling to ensure that it is on time and within budget. The PM is responsible for updating the stakeholders with the progress and challenges of the project, and change requests.

**Quenie May Sombilona**

**Role:** Research & Development Manager

**Responsibilities:** Leads the research and development of the design of the project to ensure that it meets sustainable requirements. Responsible for sourcing sustainable raw materials and ensuring that the suppliers are following ethical standards and eco-friendly materials.

**Sandra Idia**

**Role:** Supply Chain and Logistics Manager

**Responsibilities:** Responsible for procurement, distribution, and logistics, and oversees the movement of the product from manufacturing, warehouse, and partner retailers. Leads the development of a comprehensive and reliable Logistic and Inventory Management System.

**Asok Sharma**

**Role:** Marketing Manager

**Responsibilities:** Leads the overall marketing concept of the project. Responsible for developing a comprehensive marketing strategy, brand development, partnership with retailers, digital platforms, distribution channels, and marketing campaigns. He is also responsible for establishing CRMs, managing Public Relations, and media coverage to increase brand visibility.

**Ezeokoli Ifeanyi**

**Role:** Business Analyst

**Responsibilities:** Gather data requirements to analyze the business processes, challenges, and constraints. Ensures that the technical implementation aligns with the sustainable objectives of the project. Collaborate with different stakeholders and helps in the development of a contingency plan in case a risk occurs.

**REFERENCES**

Hayes, N. (2023). MGMT 6128 *Project Management Concepts*- Module 2. [PowerPoint slides]. Retrieved from Fanshawe Online. https://www.fanshaweonline.ca/d2l/le/content/1459471/viewContent/12892748/View