**Memo: Proposal for “Smart Shopper” application**

To:  
 Dr. Dawn Owens, CITO, ABC Consulting, Dallas

From:

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Date:

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Subject:

Project proposal to help customer and retail store to do Grocery shopping in a smart way

We are writing to inform you of Smart Shopper project proposal to help customers shop groceries without preparing purchase list and also help retail store to manage inventories. There are several applications already available in the market with similar features, but the key difference is that those applications provide more information to the retailers and less to the customers. This application is more of customer concentric showing the list of required products, provides purchase history and never impose retailer suggestions/ideas to the customer. The main objective of this project is to manage customer needs effectively and also provide scope for business intelligence to retailers.

Application identifies the purchase pattern of the user by analyzing the previous purchase history and suggest the required products. User can also set patterns manually to make the system more efficient. Application also shows products required for near future (e.g. 10 days) helping users to purchase them in advance, if there is an offer on that product. In addition to customer benefits, application also help to manage inventories for retail stores. Store can identify their regular customers and their needs by analyzing their history and plan stocks accordingly. Application scope can be further extended for online shopping by integrating with respective retail online shopping system.

I have a strong impression that by considering the benefits, uniqueness and future scope about this project, you will definitely approve it. Once this proposal is approved, stakeholder management strategy and project charter should be created. Later, project planning activity should be defined in a detailed manner including team contract, project scope statement, work breakdown structure, project schedule and risk register.