

5. Project Scope Statement for the Customer Tracking System

Project Title: Customer Tracking System Project

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Project Manager: Jim Woo

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Problem/Opportunity Statement:

Sales growth has surpassed the Marketing department's current capabilities to track and analyze customer purchasing patterns effectively. An enhanced system is required to forecast trends accurately and align production with customer demand to achieve company objectives.

Project Objectives:

To develop a system that enables the Marketing department to:

1. Accurately track and forecast customer purchasing patterns.
2. Provide better service by ensuring customers are offered suitable products.
3. Optimize production and resource planning based on accurate data.

Project Description:

The project involves building a robust information system that will:

1. Collect data on customer purchasing activity and sales trends.
2. Support the analysis, reporting, and aggregation of sales data.
3. Assist the marketing team in understanding evolving market conditions to better predict customer needs.

Business Benefits:

1. Improved understanding of customer buying patterns.
2. Enhanced utilization of marketing and sales resources.
3. Improved alignment between production and market demands.

Project Deliverables:

1. Customer tracking system analysis and design documentation.
2. Development and deployment of the Customer Tracking System.
3. Training programs for users.
4. Comprehensive system documentation.

Estimated Project Duration:

5 months

This scope ensures that Pine Valley Furniture will be well-positioned to meet future market demands through data-driven marketing and operational improvements.