

	Subsidiaries and Affiliates		
	<input type="checkbox"/> WGI <input checked="" type="checkbox"/> WHI - HO <input type="checkbox"/> WLI <input type="checkbox"/> PRI	<input type="checkbox"/> WHI Carmona <input type="checkbox"/> CCC <input type="checkbox"/> MRDC <input type="checkbox"/> SPAI	<input type="checkbox"/> FMPI/FMTCC <input type="checkbox"/> PBI <input type="checkbox"/> Others: _____

Form Title: **PROJECT CHARTER**

DEPARTMENT:	WHI International Sales & MRDC Local Sales	DATE:	July 16, 2024
PROJECT BENEFIT:	<input type="checkbox"/> Cost Savings <input type="checkbox"/> Time Savings <input type="checkbox"/> Social/ Capital Investment <input checked="" type="checkbox"/> Risk Mitigation		
PROJECT NAME:	Customer Feedback E-Database "FeedbackHub"		
BUSINESS CASE:	To systematically gather, analyze, and act upon customer insights. This database will serve as a central repository for all feedback, enabling us to enhance customer satisfaction, improve products/services, and drive business growth.		
PROBLEM STATEMENT:	Potential risk of unreported customer feedback/complaints resulting to inaction of the organization regarding product/service issues		
GOAL STATEMENT:	- Automation of the customer feedback database to eliminate unreported feedbacks from customers. ✓ - Minimize intervention on the database by the sales teams. ✓ - The database will eventually be integrated with CRMS. ✓		
SCOPE:	WHI International Sales and MRDC Local Sales Departments - Customer feedbacks (positive, negative, complaints) from customers of the Food Ingredients division of W Group. ✓		
TIMELINE:	Start Date: July 22, 2024 (upon approval of Project Charter) Target completion: <i>October 28, 2024 but will require every 2 weeks progress report upon submission of all materials needed.</i>		
PROJECT TEAM:	Project Sponsor: ITD Project Lead: Arra Quimosing, Mervin Collado Team Members: Maricris Ribon, Angel Arellano, Delight Torred, ITD		
OPTION 1:	Proceed with the development of the Customer Feedback e-Database		
OPTION 2:	Do not proceed.		
RECOMMENDATION:	Option 1.		

Prepared by: <i>Arra Quimosing</i> 7/16/24 Arra Quimosing Sales & Marketing (Signature over Printed Name / Date)	Checked by: <i>Sarah Bingco</i> 7/17/24 Sarah Bingco ITD (Signature over Printed Name / Date)	Noted by: <i>Maricris Ribon</i> 7/17/24 Maricris Ribon BPD (Signature over Printed Name / Date)
Approved by: <i>JLW</i> 17 JUL 2024 JLW/WLW HEAD OF BUSINESS UNIT (Signature over Printed Name / Date)		WLH CHAIRMAN (Signature over Printed Name / Date)