

Thank you Fahim, Hello everyone, my name is Aynaz, and I will take you through the overview of the Farmers' Market Setup and Launch project.

### **Slide 2: Project Overview (Farmers' Market) Script:**

This project is a vibrant initiative aimed at addressing the community's growing demand for locally sourced produce and handmade goods. With a total budget of €24,150, this project is planned to run from October 11, 2024, to January 10, 2025. The market is designed to foster community connections, support local farmers and artisans, and promote sustainable practices. This isn't just a marketplace; it's a hub for strengthening community and encouraging a more sustainable lifestyle through locally sourced products.

The project's primary focus is on delivering a seamless launch event that sets the stage for future market operations while adhering to a clear and well-defined scope, ensuring the team meets its objectives within the specified timeline and budget.

### **Slide 3: Goals of the Project Script:**

The Farmers' Market Setup and Launch project has clearly defined goals, each accompanied by measurable acceptance criteria to ensure success. Our primary objective is to set up and launch the market by January 10, 2025. This involves securing a suitable location with a signed rental agreement within the first month, obtaining all necessary permits by week six, and completing the setup of market stalls and infrastructure by the scheduled launch week. Additionally, our financial goal is to stay within a budget of €24,150 while ensuring timely payment collection from vendors.

Social goals are equally significant. We aim to attract at least 10 local vendors and ensure the participation of 200 visitors on opening day. A targeted marketing campaign through social media, flyers, and local channels will be implemented to meet these objectives. Finally, community engagement is key, with the goal of receiving positive feedback from 80% of participants after the event. These goals, categorized into scope, time, cost, and social impact, collectively ensure the project's success and its meaningful contribution to the local community.

### **Slide 4: Project Stakeholders Script:**

Our stakeholders are diverse and play unique roles in the project:

- **Local Vendors:** They rely on the market for a platform to sell their goods and attract customers.
- **Community Members:** The primary customers, expecting fresh, locally sourced products and an enjoyable shopping experience.
- **University Administration:** Responsible for ensuring academic alignment and resource utilization.

- **Local Authorities:** Essential for compliance with legal regulations, such as permits and safety standards.
- **Project Team:** Driving the planning, execution, and monitoring of the project.

The bottom graph in this slide, showing influence versus interest, categorizes these stakeholders based on their involvement and power in the project. For instance, high-influence and high-interest stakeholders, such as local vendors and the university administration, are critical to the project's success and require close management. On the other hand, community members, while highly interested, have lower influence and are engaged through promotional efforts and user-friendly market setups. This visual tool helps us tailor our strategies to prioritize and effectively address the needs of each stakeholder group, ensuring alignment and minimizing potential conflicts.

**Next, Fahim will walk us through the upcoming slide, offering more insights into Risk Management.**