# **Project & Project Goals**

The project focuses on establishing and launching a Farmers' Market to provide a platform for local farmers and artisans to sell fresh produce and handmade goods directly to the community. This initiative aims to promote local agriculture, strengthen community connections, and support sustainable practices.

This project is being carried out by a team of five members. Together, we are responsible for planning, organizing, and implementing all activities required to launch the market successfully. Each team member will contribute specific expertise and take on defined roles to ensure efficient execution.

The primary customers are local residents seeking fresh, locally sourced products, as well as farmers and artisans who need a platform to sell their goods. Secondary stakeholders include community organizations, municipal authorities, and sponsors interested in supporting sustainable local economies.

**Goals:**

1. Collaboratively set up and launch the Farmers' Market within the agreed timeline.
2. Divide responsibilities among team members to ensure a smooth planning and execution process.
3. Provide an accessible, attractive, and well-organized venue for farmers and customers.
4. Create a positive impact in the local community by promoting sustainable and locally sourced products.
5. Successfully attract and engage vendors and customers for the inaugural event through targeted marketing and outreach.

## **Project Description**

The Farmers' Market Setup and Launch project aims to establish a community-driven marketplace where local farmers and artisans can sell fresh produce and handmade goods directly to consumers. This project focuses on the initial planning, organization, and execution stages required to successfully set up and open the market.

Key activities include securing a location, designing the market layout, recruiting vendors, and promoting the launch event. The goal is to create a vibrant and accessible space that fosters connections between producers and consumers, encourages local economic growth, and promotes sustainable practices.

The project is a collaborative effort among a team of five members, each bringing unique expertise to ensure the smooth execution of tasks. Upon completion, the Farmers' Market will serve as a hub for fresh, locally sourced goods and a space for community engagement.

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| **PROJECT CHARTER** | | | | |
| **Project name** | **Farmers' Market Initial Setup and Opening** | **Project ID** | | FM-001 |
| **Client** | **University** | | | |
| **Project manager** | Md Fahim Hossain | | | |
| **Business case** | The establishment of a farmers' market aims to provide the local community with fresh, locally grown produce and products while supporting local farmers and promoting sustainable agriculture. This project will focus on setting up the infrastructure, recruiting vendors, and ensuring a successful market launch. The actual operation of the market after the launch will not be part of the project. | | | |
| **Main goal** | To successfully set up and launch the first day of a farmers' market, providing a platform for local vendors to sell their goods, and ensuring the market's infrastructure and logistics are in place for smooth operation on launch day. | | | |
| **Important stakeholders** | * **Local Community:** The potential customers of the market. * **Farmers/Vendors:** Local producers and artisans participating in the market. * **Local Authorities/Regulatory Bodies:** Ensuring all legal and health requirements are met for the market setup. * **Project Team Members:** Responsible for planning and execution. * **Marketing Partners:** Responsible for advertising and publicizing the market before its launch. | | | |
| **Other team members  and their roles** | * **Ali Abedini - Market Research & Location Specialist:** Securing the location and conducting necessary research. * **Shakiba Salmanpour - Vendor Relations & Recruitment:** Reaching out to and confirming vendors for the market. * **Elham Keshavarzsafiei - Marketing & Promotion:** Managing advertising, flyers, social media campaigns to create awareness of the market. * **Aynaz Sardast - Logistics & Operations:** Overseeing the setup of the market infrastructure, such as booths, signage, utilities, etc. | | | |
| **Risks** | * **Vendor Non-participation or Delayed Sign-ups:** Mitigated by early vendor outreach and clear contracts. * **Permit Delays or Legal Hurdles:** Mitigated by starting the permit process early and close collaboration with local authorities. * **Weather Impact on Market Setup:** Mitigated by choosing a location with an indoor contingency or by having flexible plans for outdoor setups. * **Budget Overruns:** Managed by carefully tracking all expenses and adjusting plans where necessary to stay within the approved budget. | | | |
| **Total project budget** | **€5,500** | | | |
| **Costs** | Human Resources: **€1,500**  Internal: **€3,800**  External: **€1,500** | | Material: **€700** | |
| **Time frame** | Start: **11.10.24** | | Finish: **10.01.25** | |
| **Important milestones** | Market Research & Location Secured: **25.10.24**  Vendor Recruitment Complete: **22.11.24**  Marketing Campaign Launch: **29.11.24**  Market Setup Complete: **27.12.24**  Market Opening Day: **10.01.25** | | | |

Table 1: Project charter

## **Goal Description**

The project aims to set up a Farmers' Market in Hof, Germany, within the duration of the Winter Semester. This market will provide local farmers, artisans, and small businesses with the opportunity to sell their fresh, organic, and locally produced goods. The market setup includes securing a suitable location, obtaining necessary permits, organizing vendors, and promoting the market to ensure a successful opening. The success of the project will be evaluated based on clear, measurable acceptance criteria.

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| **No** | **Goal Category** | **Goal** | **Acceptance Criteria** | **Importance** | **Prioritization** |
| Sc-1 | Scope | Secure a location for the Farmers' Market | A venue is secured, with a signed rental agreement by the end of the first month | Must | 1 |
| Sc-2 | Scope | Obtain necessary legal permits | Permits for market operation are obtained by week 6 | Must | 2 |
| Ti-1 | Time | Complete setup and market stalls | Market stalls are fully set up, including vendor booths and infrastructure, by the week of the opening | Must | 3 |
| Ti-2 | Time | Launch the market by the end of the Winter Semester | Market opens and operates on the scheduled date | Must | 4 |
| Co-1 | Cost | Keep total project cost under budget | The total project cost does not exceed €5,500 | Must | 5 |
| Co-2 | Cost | Ensure payment for vendors is collected on time | All vendor fees are paid before the event begins | Should | 6 |
| So-1 | Social | Attract at least 10 vendors to participate | At least 10 local vendors register for the market | Must | 7 |
| So-2 | Social | Attract at least 200 visitors to the opening day | The opening day sees at least 200 attendees | Must | 8 |
| So-3 | Social | Promote market via social media & local advertising | The market is advertised through at least 3 local channels (e.g., social media, flyers, local news) | Should | 9 |
| So-4 | Social | Ensure community engagement through feedback | 80% of participants (vendors and visitors) provide positive feedback after the event | Can | 10 |

**Table 2: List of Goals**

**Non-Goals of the Project:**

The non-goals of this project help to clearly delineate what is not part of the project scope and will avoid any ambiguity in expectations:

* **Market Operation and Management Post-Launch:** The management and daily operation of the market after the initial setup and first opening is not part of this project. This includes day-to-day vendor management, customer service, and operational activities beyond the opening day.
* **Long-Term Vendor or Customer Growth:** The focus is on the initial setup and launch, not on the sustained growth or future scaling of the market. Attracting more vendors or customers in the long-term will not be part of this project's scope.
* **Financial Profitability Beyond Setup Costs:** The project will not focus on profit generation from the market operations, as its aim is purely to establish and launch the market for the first time.