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# **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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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.

**Graphical Representation (Goal Hierarchy):**

As a team, we have developed a goal hierarchy to clearly represent the objectives of our Farmers' Market project. Our primary focus is to successfully launch the market, and we have categorized the goals into four main areas: Scope, Time, Cost, and Social. Each category reflects the priorities of different stakeholders, ensuring that the goals are aligned, complementary, and free of conflicts.

* **Scope** focuses on foundational requirements, such as securing a suitable location and obtaining necessary permits, which are critical to establishing the market.
* **Time** ensures the project is executed efficiently by completing all setup tasks on schedule and launching the market by the end of the Winter Semester.
* **Cost** addresses the financial aspects of the project, with an emphasis on staying within the budget and ensuring timely vendor payments to build trust.
* **Social** focuses on community engagement and marketing, aiming to attract vendors, draw visitors to the opening event, and promote the market effectively while gathering valuable feedback.

Farmers' Market Setup & Launch Successfully

Scope

Social

Time

Cost

Complete Setup

Stay Under Budget

Attract 10 Vendors

Secure Location

Launch Market on Time

Collect Vendor Payments

200 Visitors on launch Day

Obtain Permit

Social Media Promotion

Gather Feedback

**Figure 1:** Farmer’s Market Goal Hierarchy

This hierarchy reflects the diverse objectives of all stakeholders while maintaining coherence and avoiding conflicts. It serves as a structured guide to achieving the successful launch of the Farmers' Market.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Goals** | **Sc-1** | **Sc-2** | **Ti-1** | **Ti-2** | **Co-1** | **Co-2** | **So-1** | **So-2** | **So-3** | **So-4** |
| **Sc-1** |  |  |  |  |  |  |  |  |  |  |
| **Sc-2** |  |  |  |  |  |  |  |  |  |  |
| **Ti-1** |  |  |  |  |  |  |  |  |  |  |
| **Ti-2** |  |  |  |  |  |  |  |  |  |  |
| **Co-1** |  |  |  |  |  |  |  |  |  |  |
| **Co-2** |  |  |  |  |  |  |  |  |  |  |
| **So-1** |  |  |  |  |  |  |  |  |  |  |
| **So-2** |  |  |  |  |  |  |  |  |  |  |
| **So-3** |  |  |  |  |  |  |  |  |  |  |
| **So-4** |  |  |  |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  | **Neutral**: Goals are independent, meaning they do not directly affect each other. |
|  | **Conflicting**: Goals conflict, like Promote market & stay under budget, as promotion might increase costs. |
|  | **Complementary**: Goals support each other, such as SC-1: Secure location & Ti-1: Complete setup |

**Figure 2:** Graphical representation of the goal relationship matrix

**Relationship Between Sc-1 (Secure a Location) and Ti-1 (Complete Setup)**:

* **Type**: Complementary
* **Description**: Securing a suitable location is essential for completing the market setup as it provides the foundation for installing stalls and organizing the infrastructure. Without the location, setup cannot proceed.

**Relationship Between Sc-2 (Obtain Permits) and Ti-2 (Launch Market on Time)**:

* **Type**: Complementary
* **Description**: Obtaining the necessary legal permits is critical for launching the market on schedule. Delays in securing permits could hinder the timely opening of the market.

**Relationship Between Co-1 (Stay Under Budget) and So-3 (Promote Market via social media)**:

* **Type**: Conflicting
* **Description**: While promoting the market through social media is vital for attracting visitors, extensive marketing efforts might exceed the allocated budget, creating a conflict between these two goals.

**Relationship Between So-1 (Attract Vendors) and So-2 (Attract Visitors)**:

* **Type**: Complementary
* **Description**: Attracting more vendors to the market improves its appeal and variety, which, in turn, helps attract more visitors to the opening day event.

**Relationship Between Co-2 (Collect Vendor Payments) and Ti-2 (Launch Market on Time)**:

* **Type**: Neutral
* **Description**: Collecting vendor payments and launching the market on time are independent tasks. Neither directly impacts the other, as both processes can be managed simultaneously without overlap.

# **Project Context and Stakeholders**

## **Project Context**

The Farmers' Market Setup and Management project is initiated to address the growing demand for locally sourced, fresh produce within the community. This project is undertaken within the framework of a university program and is designed to conclude with the successful launch of the market. The primary focus is on planning, setting up, and executing the initial phase, without extending into the ongoing management of the market post-launch.

The project operates in a multifaceted environment shaped by internal and external factors. Internally, the project team faces the challenge of adhering to strict university timelines and budgetary constraints while ensuring effective team collaboration and task management. Externally, the project is influenced by the participation of local vendors, community interest, and regulatory requirements. Additionally, external environmental factors, such as weather conditions, can impact the setup and launch day.

Several contextual factors present unique opportunities and challenges for the project. The increasing consumer preference for fresh, local produce creates a supportive social environment for the market. However, obtaining the necessary legal permits and addressing financial limitations demand meticulous planning and proactive management. Furthermore, technological tools for vendor registration and marketing campaigns need to be leveraged efficiently to attract both vendors and visitors.

By understanding and addressing these contextual factors, the project team aims to ensure the timely and successful launch of the Farmers' Market while delivering value to all stakeholders involved.

**Context Factors**

The following table outlines the key internal and external factors that influence the Farmers' Market project. These factors are categorized into Social and Other Aspects to provide a structured understanding of the project environment. Identifying these factors helps in recognizing opportunities and addressing potential challenges that could impact the successful setup and launch of the market.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Context Factors** | **Social** | | **Other Aspects** | | --- |  |  | | --- | |  | |
| **Internal** | 1. Team collaboration and communication dynamics. | 1. University deadlines for project completion. |
| 2. Community involvement in planning. | 2. Budgetary constraints and approvals. |
| **External** | 3. Community interest and demand for fresh produce. | 3. Legal requirements (permits and compliance). |
| 4. Vendor availability and engagement. | 4. Weather conditions during market launch. |

Table 3: Context factors

**Description of other aspects**

The table below provides a detailed analysis of additional factors influencing the Farmers' Market project. These aspects, such as legal compliance, weather conditions, and technological tools, have been identified as critical elements that could impact the project's success. Each factor is described in terms of its relevance to the project and its potential impact.

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Name** | **Description** | **Impact on the Project** |
| **1** | **Legal Requirements** | Compliance with local regulations, including obtaining permits and approvals. | Non-compliance could delay the project and prevent the market from launching. |
| **2** | **Weather Conditions** | External environmental factors, such as unpredictable weather during the launch. | Adverse weather could affect setup and attendance, requiring contingency planning. |
| **3** | **Budget Constraints** | Limited financial resources allocated for setup and marketing efforts. | Overspending could limit marketing effectiveness or impact vendor payments. |
| **4** | **Technological Tools** | Use of online tools for marketing and vendor registration. | Inefficient tools could lead to reduced vendor participation and poor outreach. |

Table 4: Other Aspects

## **Stakeholders**

Stakeholders are individuals or groups that have a vested interest in the success or outcome of the Farmers' Market project. Each stakeholder plays a unique role in contributing to or influencing the project, with varying expectations, levels of power, and potential conflicts. Understanding their interests and potential conflicts allows the project team to develop strategies for effective communication, collaboration, and conflict resolution.

For the Farmers' Market project, stakeholders include local vendors, community members, university administration, local government, and the project team itself. Each of these groups has distinct expectations and levels of influence:

* **Local Vendors** rely on the project to provide a profitable platform for selling their goods.
* **Community Members** are the primary customers who expect fresh produce and a pleasant market experience.
* **University Administration** oversees the project to ensure adherence to academic and budgetary requirements.
* **Local Government** ensures compliance with legal regulations, such as permits and safety standards.
* **The Project Team** is responsible for coordinating all aspects of the project to achieve its goals within the set timeline.

By identifying these stakeholders and understanding their needs, the project team can prioritize actions that foster collaboration and reduce conflict, ensuring the successful launch of the Farmers' Market.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | Stakeholder | Expectations of the Stakeholder | Conflict Potential (high/low) | Power (high/low) | Actions to be taken |
| 1 | Local Vendors | Vendors expect a well-organized platform to sell their goods and attract customers. | Low | High | Provide regular updates on market setup, ensure fair allocation of stalls, and offer promotional support for vendor products. |
| 2 | Community Members | Expect access to fresh produce, a community-driven event, and an enjoyable shopping experience. | Low | Low | Promote the market through social media, host pre-launch events to generate interest, and ensure the market layout is customer friendly. |
| 3 | University Administration | Expects adherence to academic guidelines, proper resource utilization, and timely project completion. | High | High | Maintain transparency through progress reports, ensure compliance with university policies, and address concerns promptly. |
| 4 | Local Government | Expects the project to comply with legal regulations, safety standards, and permit requirements. | High | High | Submit all required documents early, address regulatory feedback, and maintain open communication with authorities. |
| 5 | Project Team | The team expects clear task delegation, collaborative problem-solving, and successful completion of the project. | Low | High | Conduct regular team meetings, utilize project management tools for tracking, and provide support to resolve internal challenges. |