

Project Plant Pals

Operations & Training Plan

**February 15th**

Document Status: **Draft** | In Review | Approved

**Executive Summary:**

*Our plan is to create a service that offers high-volume customers small, low-maintenance plants that can thrive in an office environment.”*

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| **Project Goal** |
| ***SMART: S****pecific,* ***M****easurable,* ***A****ttainable,* ***R****elevant, and* ***T****ime-bound*   * *Increase revenue by 5% by the end of the year by rolling out a new service that provides office plants to top clients* |

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| **Deliverables** |
| 1. Send 1.000 plants to the clients 2. Launch a Website dedicated for reordering 3. Increase Brand awarenesse |

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| **Business Case / Background** |
| **Why are we doing this?**   * Supports larger project goal of 5% revenue increase by ensuring service runs smoothly * We need to increase customer satisfaction and develop new ways of generating revenue. This project will improve customer retention and provide new potential revenue streams |

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| **Benefits, Costs, and Budget** |
| **Benefits:**   * Support new service leading to 5% revenue increase, reduce late shipments and related costs, increase customer satisfaction * *Additional benefits (optional)*:   **Costs:**   * Price of software, installation fees, time spent on hiring and training * *Additional cost areas (optional)*:   **Budget needed:**   * $75,000 |

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| **Scope and Exclusion** |
| **In-Scope:**   * Customer service standards, delivery processes, training protocols * *Other in-scope items (optional)*:   **Out-of-Scope:**   * Product development, vendor contracts * *Other out-of-scope items (optional)*: |

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| **Project Team** |
| **Project Sponsor:** Director of Operations  **Project Lead:** Project Manager (You!)  **Project Team:** Fulfillment Director, Quality Assurance Tester, Inventory Manager, Financial Analyst, Human Resources Specialist, Training Manager  **Additional Stakeholders:** VP of Customer Success, Account Manager, Receptionist, Sales Director, Sales Team, Marketing Director, Investors |

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| **Measuring Success** |
| **What is acceptable:**   1. A 5% increase in revenue by the end of the year 2. Increasing customer satisfaction by 5% three months after launch |