C Suite Project Charter

Project Information

- Company:ACME Health Innovations (AHI)
- Project Name: ACME Health Innovation C Suite Marketing App

- Project Description: Develop a Software application to provide marketing data in real-time

Roles & Responsibilities

- Project Manager: Cary Manning (Marketing)
- Sponsor: Mary Smithers

  (Marketing, Project Approval, Funding)

- CEO:Mary Lin

  (Key project advocate and supporter)

- Marketing Director:Ram Samuels

  (operational lead,Advisor,Subject Matter Expect(SME)

- Finance Director: Oscar Money
  (Manage and control funds disbursements)
- Project Core Team: (Marketing): Keiko Tanaka and Jose Garcia
- Product Owner (PMO): Cal Hamer
  Product backlog management, Voice of the Customer (VOC)

Project Vision and Objectives

- Project Vision: Develop an application to provide marketing data in real-time
- This app will help AHI gather information and data to better understand the target market and develop strategies in real-time.
- Project Objectives:
    - 1.Hiring of IT personnel
    - 2.Development of App
    - 3.Purchase of Hardware and Software
    - 4.Purchase of Excess Storage Hardware
    - 5.Purcahse of Data feeding equipments
    - 6.Purcahse of App Security Updates.

Business Case:

 The health and skin care industry is expanding and highly competitive. AHI offers a wide range of electronic tools for skin care, massage, beautification, and more. AHI needs real-time access to market trends, consumer preferences, competitive data, and market share data. Hence the Development of this App to provide real time marketing to aid effective decision-making by management and stakeholders.

Project Scope:

Develop an application to provide marketing data in real-time

Project Timeline

The project is to be finished by the end of the year. Need to leverage AHI to achieve a higher share of projected global industry growth of 4.5% to 7.5% over the next three years. Estimates for the timeline is six months.

Project Budget

The project is estimated to cost $250.000

Project Assumptions

- o   We can develop a viable app to meet marketing needs. IT can support the app. The app will improve marketing effectiveness. 20% ROI in Year 1.
- o   End-users will test the app during a soft launch
- o   The App will work as designed
- o   There will be no cost overruns
- o   The project scope will remain unchanged once stakeholders have signed off

Constraints:

1.$250,000 fixed budget

2.Schedule critical.

Project Risks

- ## The following risks might affect this project:
- Over-budget: reduced ROI
- Design flaws: app launch delays
- Development delays: app launch delays
- IT capability issues: reduced ROI and app launch delays
- Internal app development capacity: app launch delays

Project Requirements and Success Criteria

The App must be completed on time and within budget. It should be consistent with the overall brand image of Acme Health Innovations(AHI).The app will help AHI gather information and data to better understand the target market and develop strategies in real-time.