**Project Charter Plan**

**Fleeky Hub**

**FLEEKY CURTAINS**

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**24/2/2023**

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# Executive Summary

The pandemic has caused businesses to adapt quickly, using social media platforms such as Facebook and e-commerce platforms to sell their products. Fleeky Curtains is an independent family business that provides curtain products. They operate the business at the local household and book a courier to pick up the item and deliver the item to the customer. They aim to grow their market share in the home product industry by observing and adapting to the behavior of the consumers. The employees in the business consist of the members of the family where they take charge of the sewing, assemble the packaging, the messages at Facebook, Shopee inquiries, product inspection, and one that list and encode transactions and customer information. Despite having a limited number of employees, the business wishes to accomplish tasks at an efficient rate due to the lack of workforce/person. The most important details in this text are the production time, packaging time, encoding time, number of products and raw materials, inquiries, available products, expanding the potential clients, and the staff. Fleeky Curtains mentioned that when there is no assistant, the staff finishes the tasks behind time, and that handling and assembling the packaging of one customer order takes 25 minutes of their time. Additionally, the staff must cope with their sleep and roles at work or school, and they must adapt to the market. Fleeky Curtains is an e-commerce company that uses a variety of materials to produce their products. Raw materials such as fabrics, threads, grommet, and curtain rings are used to build a finish product, and packaging materials such as bubble wrap are used to cover the products. Spending activities are traced and recorded within an Excel sheet, and customer data is stored in an Excel sheet. Customer data helps them to identify customer behavior and consumerism, and user experience is most observed when presented with convenience. They have gained knowledgeable feedback and experience revolving to their current system and workflows. Spotlight interviewed one of the admins that handle Fleeky Curtains, Mr. Neil Albert Garcia, to discuss their pain points when it comes to handling their business. These include fees and expenses to the e-commerce platform, poor delivery system, manual encoding of customer details, raw materials and on-hand stocks not documented and audited, finding ways to expand their clients and markets, and manual reports and tracing the performance of the business. These inputs will help align the project with the client's needs and interests.

# Project Purpose/Justification

The existing system may be improved by implementing contemporary technology, moving to a better design, and allowing administrators to quickly monitor operations, inventory, and activity. Fleeky Hub will also help employees complete their responsibilities more quickly by tracking departing orders, understanding what has to be packed, what needs to be prepared, what inventories are available, and encoding client information. Prospective company owners, particularly those with small firms, can benefit from Project Akbay's efficiency features, which will allow them to handle orders more quickly and monitor their operations. The relevance of the project for developers, future researchers, company owners, administrators, and employees is that it will provide them with a better grasp of how to design, improve, and execute a stronger basis for their product. Objectives for Sustainable Development (SDGs SDG 8 to increase economic productivity and SDG 9 to develop and promote innovative technology both complement the initiative. The use of the product and the recording of the study will help future studies and offer a better answer for those in need.

## Business Need/Case

To manage the online business, a robust digital tool is needed to reduce the staff's role in the processes involved at encoding and operations. Adapting to technology can resolve challenges quickly and enable the staff to finish quickly at their role and finish other agendas. Whereas the nature of the business advertises at Facebook since Fleeky Curtains gain customers at the site. They also handle customer inquiries at Facebook and leave their booking information at the chat. The employees of Fleeky Curtains extend their work for the customer by creating order and courier booking for the customer. They also encode customer details at Excel and record the product that he/she purchased and its value, quantity, and type of product.

## Business Objectives

Fleeky Curtains is an online business shop that provides comfort, joy, and warm satisfaction to customers with their curtain needs. It is established in 2021 and currently residing their operations and manufacturing at the local household. The business strives to position themselves in the competition by providing top-notch services, products, and purchase experience to all consumers. They also aim to grow their market share on home product industry by observing and adapting to the behavior of a consumer.

Expanding its product line, focusing on new consumer groups, or stepping up marketing initiatives are all possible ways for Fleeky Curtains to boost sales of its products. Build a solid brand reputation for Fleeky Curtains in order to attract new clients and keep hold of current ones. This might entail creating high-quality items and offering excellent customer service. Increase customer satisfaction Fleeky Curtains aims to do this in order to boost client loyalty and spread good word of mouth. This might include increasing customer service, giving more flexible payment alternatives, or improving product design. Increased production and efficiency might help Fleeky Curtains cut expenses and enhance profit. This might include simplifying production procedures and enhancing quality.

# Project Description

## Project Objectives and Success Criteria

The project's main objective is to provide a website for customers to browse, navigate, and purchase Fleeky Curtains and an administrative side to help family members manage their business activities efficiently. Specific objectives include reducing 50% of staff's time in handling product inquiries, posting supplementary and detailed information, providing an order management page, digitizing customer orders, information, sales, expenses, and generating sales performance reports.

## Requirements

To be successful, this project must satisfy the following conditions:

* The project should be tested thoroughly by the project team in order to assure the quality of the project.
* The project should be examined by the stakeholders, project sponsor, and the project team in order to gather opinions that would help to uphold the quality promised by the project team.
* The project team should always consult to the stakeholders and project sponsor, in order to satisfy the needs of the project.
* A clear grasp of the customer's demands: It is critical to have a clear awareness of the customer's wants in order to produce goods and services that suit those needs. Fleeky Hub should do research to understand the requirements and preferences of its target market.
* Creating a competitive edge: Fleeky Hub should think about how to set itself apart from rivals in the market. This might entail creating distinctive products or services or offering top-notch customer support.
* Implementation of efficient procedures: Fleeky Hub should attempt to implement efficient and effective processes for product development, marketing, and customer support. It is a good idea to have a plan in place before you start.

As the project advances, further specifications may be introduced as needed with the project sponsor's consent.

## Constraints

1. Stakeholder constraints: Fleeky Curtains may encounter limits imposed by stakeholders such as consumers, partners, or investors. These stakeholders can have certain demands or expectations that must be fulfilled in order to guarantee the project's success.
2. Organizational constraints: Fleeky Curtains may have constraints when it comes to its organizational structure or culture that could have an impact to the expected success of the project. For example, communication issues or conflicting priorities could impact the ability to complete the project on time and within budget.
3. Timing constraints: Due to market pressures or other considerations, Fleeky Hub may have a tight timeline for finishing the project. This might reduce the amount of time available for research, development, and testing.
4. Financial constraints: Fleeky Curtains may have a restricted budget for the project, which may limit the resources available for development and marketing.
5. Resource constraints: Fleeky Curtains may have limited employees, equipment, or resources available for the project, which may impair the project's quality or scope.
6. Regulatory constraints: Fleeky Curtains may be required to follow rules and standards that affect the design, development, and marketing of its products and services.
7. Technical limits: Fleeky Curtains may suffer technological constraints such as restricted access to certain technologies or limitations in the available resources, hardware or software.

## Assumptions

In creating a website for Fleeky Curtains, targeting the customers and their market should be considered on the following assumptions:

1. Consumers will be interested in buying curtains online and will trust the website to deliver high-quality items and customer service.
2. There is a substantial market demand for curtains and window coverings to meet the website's business strategy and revenue targets.
3. When compared to other online and physical merchants, the website will be able to provide comparable prices.
4. The website will have access to a trustworthy and cost-effective supply chain for obtaining curtains from manufacturers and suppliers.
5. The website will be able to recruit and keep a strong team of web developers, designers, and marketing specialists to establish and operate the website.

## Preliminary Scope Statement

The scope of this project is to develop a website that helps the employees of Fleeky Curtains manage their customers, and their orders, by redirecting them to make purchases at the site. The main scope is for businesses to be able to address staff's challenges at their tasks and cater to their customers in an efficient way. The project also aims to aid the efficiency for businesses that do their ordering systems manually, enabling to increase the business' efficiency in handling continuous orders and documenting transactions and information seamlessly. The group will be looking to become a website to reduce the staff's time in handling customer inquiries on the products and direct the customer to order inside the website, as well as to navigate according to the customer liking and put the business in a leading edge compared to its competitors.

# Risks

There are several business risks linked with selling curtains online. A curtain firm may encounter the following risks, which are among of the most frequent:

1. Cybersecurity risks: Internet commerce platforms are susceptible to assaults that might lead to the loss of confidential consumer information or interfere with daily operations. To secure their data and client information, businesses must make sure they have proper security measures in place.
2. Logistics and shipping: To deliver their goods, online selling platforms must rely on logistics and shipping partners. Inaccuracies or delays in the shipping procedure might lead to missing or damaged goods, unhappy customers, and perhaps lost sales.
3. Reputation risks: Include negative customer experiences like subpar products, delayed delivery, or bad customer service. Negative criticism may be amplified through social media and online review platforms, therefore it's critical for businesses to actively manage their online reputation.
4. Pricing and competition: The internet marketplace may be quite competitive, with numerous merchants providing the same things at various price points. To preserve profitability while still being competitive, businesses must control their pricing strategy.
5. Technical risks: Online selling platforms depend on technology to run, and problems with that technology can cost businesses money and make customers unhappy. To reduce the risk of technical difficulties, businesses must have a strong technological infrastructure.

To guarantee the long-term viability of their business, Fleeky Curtains must evaluate and reduce these risks. A curtains company can lessen the potential negative impact on their business and customers and position themselves for success in the online selling space by putting measures in place to manage these risks, such as investing in cybersecurity, working with reputable logistics and shipping providers, offering top-notch customer service, and complying with legal and regulatory requirements

# Project Deliverables

The project will be delivering through these features that will be accessed by the users of Fleeky Curtains.

For Customers:

1. Product Catalog: A thorough inventory of blinds, drapes, curtains, and other window coverings with top-notch pictures and in-depth explanations.
2. Advanced search and filter tools make it simple for buyers to locate goods according to their preferences, such as color, style, price, or material.
3. Easy Checkout: An intuitive checkout procedure that protects consumers' privacy and data by integrating a secure payment gateway and offering a variety of payment choices.
4. Order tracking: Using an online account, clients may follow their orders, get notifications, and arrange returns or exchanges.

For the Admin:

1. Inventory Control: A powerful inventory management system that enables administrators to monitor product stock levels, create low-stock warnings, and automatically change the status of product availability.
2. Order Management: A system for managing orders that enables administrators to see, manage, and process orders from a single dashboard. This system also enables admins to control order status, produce shipping labels, and track shipments.
3. Analytics and Reporting: Admins may make data-driven decisions to increase the functionality and profitability of their websites by using an analytics and reporting tool that gives them insightful information about website traffic, consumer behavior, and sales success.
4. User Roles and Permissions: A role-based user management system that gives administrators control over which user groups, such as personnel, vendors, and partners, have access to the website's services and data.

# Summary Milestone Schedule

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated through project status meetings by the project manager.

|  |  |
| --- | --- |
| **Summary Milestone Schedule – List key project milestones relative to project start.** | |
| **Project Milestone** | **Target Date (mm/dd/yyyy)** |
| 1. Project Start | 04/06/2022 |
| * Complete Solution Design | 06/21/2022 |
| 1. Complete Diagram Designing | 11/11/2022 |
| 1. Solution Simulation | 01/24/2023 |
| 1. Complete Solution Simulation and Testing | 02/10/2023 |
| 1. Deploy Solution | 02/24/2023 |
| 1. Project Complete | 02/27/2023 |

# Summary Budget

The following table contains a summary budget based on the planned cost components and estimated costs required for successful completion of the project. However, since the project is only done at in-house development and hosting the site online will be pushed for future development, this is the summary budget estimated for the deployment.

|  |  |
| --- | --- |
| **Summary Budget – List component project costs** | |
| **Project Component** | **Component Cost** |
| 1. Personnel Resources | ₱5,000 |
| * Hardware | ₱1,000 |
| 1. Software and Licensing | ₱20,000 |
| **Total** | **₱26,000** |

# Project Approval Requirements

Success for the Fleeky Hub will be achieved when a fully tested intranet security solution, and all technical documentation, is fully deployed throughout the company, Fleeky Curtains, within the time and cost constraints indicated in this charter. Additionally, this measure of success must include a recommendation list for future security considerations as we fully anticipate the necessity of this solution to evolve in order to prevent future threats. Success will be determined by the Project Sponsor, Ms. Mitzi Garcia, who will also authorize completion of the project.

# Project Manager

Other from defining project roles and duties, Neil Garcia will also need to set project goals and timetables, assign resources, track progress, identify risks and concerns, provide quality control, manage the project budget, interact with stakeholders, and gather feedback. He will also need to ask for comments, handle any difficulties or concerns, and give frequent updates on the project's development. Furthermore, Neil Garcia would be the strength of the project since he knows how the business works and what the business needs whilst developing the said project.Authorization

Approved by the Project Sponsor:



Date: 26 February 2023

Mitzi Garcia

Owner, Fleeky Curtains