



Say yes the dress

February 15th

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

Executive Summary:

Accessing the wedding dress models in different cities and seeing them in practice with artificial intelligence

Project Goal

SMART: *Specific, Measurable, Attainable, Relevant, and Time-bound*

- 10% increase in bridal gown sales with women's easy access to the bridal gown industry

Deliverables

1. wedding dress sales to 10 women in the first month
- 2.
- 3.
- 4.

Business Case / Background

Why are we doing this?

- It is one of the most requested services by customers.

Benefits, Costs, and Budget

Benefits:

- Additional benefits (optional):
- increase customer satisfaction and revenue

Costs:

- mobile application development
- Additional cost areas (optional):

Budget needed:

- \$45,000

Scope and Exclusion

In-Scope:

- Opportunity for every woman to find the wedding dress she wants
- Other in-scope items (optional):

Out-of-Scope:

- free access to the site
- Other out-of-scope items (optional):

Project Team

Project Sponsor: Director of Operations

Project Lead: Berivan Genç

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

Measuring Success

What is acceptable:

- 1.
- 2.