Quality management plan for project:					

Part I: Project objectives (reference project charter)
1 - Meet Stakeholder Requirements: Ensure the app delivers real-time marketing analytics, secure invoicing, and customer access, as specified by stakeholders (e.g., Mary Lin, Ram Samuels, Customer Focus Group).
2 - Defect-Free Deliverables: Implement QC processes to identify and resolve defects in app functionality, security, and performance.
3 - Fit for Purpose: Align the app with AHI's five-step marketing process and strategic goals (e.g., market trend analysis, customer engagement).
4 - Continuous Improvement: Use QA to proactively enhance processes across all phases (Design, Development, Test, Launch, Upgrades).
5 - Stakeholder Engagement: Incorporate feedback from key stakeholders (e.g., Keiko Tanaka, Priya Service, Ram Samuels) and the external vendor to ensure quality.
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Part II: Project quality team (Project Manager, QA, QC, SME)					
Name	Role	R (Responsible)	A (Accountable)	C (Consult)	I (Inform)
Keiko Tanaka	Leads QA/QC	X	X	X	
Priya Service	Technical QC		X	X	
Ram Samuels	Marketing Consult			X	X
External Vendor	Dev and Testing	X		X	
Mary Smithers	Sponsor		X	X	X
Cary Manning	Project Manager	X	X	X	

Quality assurance activities (quality audits)	Quality control activities (quality inpections)
Process Audits	Functional Testing
Requirements Traceability	Security Testing
Sprint Reviews	Performance Testing