**Program Charter for Program 1: E-Commerce Development**

1. **Executive Summary:**

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| **Program Justification:** The E-Commerce Development program is essential for Sakura Sweets to establish a strong online presence and expand its market reach. By developing a robust e-commerce platform, Sakura Sweets aims to provide customers with a seamless shopping experience, increase online sales, and enhance brand visibility. |

1. **Vision and Strategic Alignment:**

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| **Program Vision:** To create a state-of-the-art e-commerce platform that delivers an exceptional online shopping experience, drives customer engagement, and supports the growth and success of Sakura Sweets in the digital marketplace. |
| **Strategic Alignment:** This program aligns with Sakura Sweets' strategic goals of increasing market share, enhancing customer satisfaction, and leveraging digital channels to drive sales. It supports the company's mission to blend traditional Japanese confectionery with modern convenience and innovation. |

**3. Scope and Benefits:**

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| **Program Scope:** The program will deliver a comprehensive e-commerce solution, including:   * Website Development * Mobile App Development * SEO and SEM Campaigns |
| **Expected Benefits:**   * Increased online sales by 30% within the first year. * Enhanced brand visibility and recognition. * Improved customer engagement and satisfaction. * Streamlined operations and reduced overhead costs. |
| **Benefits Strategy:**   * Implement performance tracking tools to measure website and app traffic, conversion rates, and sales. * Regularly update content and features based on customer feedback. * Conduct periodic reviews and adjust strategies to maximize benefits. |

**4. Assumptions and Constraints**

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| **Assumptions:**   * Availability of necessary technology and skilled personnel. * Positive market demand for online Japanese confectionery. * Continued support from key stakeholders. |
| **Constraints:**   * Budget limitations. * Tight project timelines. * Potential technical challenges and dependencies. |

**5. Program Components:**

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| * Project 1.1: Website Development: Design and launch an intuitive, user-friendly website. * Project 1.2: Mobile App Development: Develop a mobile application for iOS and Android. * Project 1.3: SEO and SEM Campaigns: Implement strategies to improve search engine visibility and drive traffic. |

**6. Risks and Issues:**

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| **High-Level Risks and Responses:**  Risk: Technology failure.   * Response: Implement robust testing procedures and backup systems.   Risk: Budget overruns.   * Response: Regular budget reviews and cost control measures.   Risk: Delays in project timelines.   * Response: Develop a detailed project schedule with buffer times and closely monitor progress.   Risk: Resource allocation challenges.   * Response: Ensure clear resource planning and allocation, with regular check-ins to adjust as needed.   Opportunity: High market demand for unique, high-quality Japanese confectionery   * Response: Leverage this demand by emphasizing the uniqueness and premium quality of Sakura Sweets in marketing campaigns to attract a larger customer base. |
| **Issues:**   * Potential delays in project timelines * Resource allocation challenges |

**7. Timeline and Resources:**

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| **Program Timeline:**  Month 2-4: Website Development: Design, development, and launch.  Month 3-5: Mobile App Development: Development, integration, and testing.  Month 4-6: SEO and SEM Campaigns: Keyword research, content creation, and campaign implementation. |
| **Resources Required:**   * Personnel: Web developers, app developers, SEO specialists, content creators. * Technology: Software, hosting services, development tools. * Budget: Detailed budget plan with allocated funds for each project component. |

**8. Stakeholder Considerations:**

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| **Stakeholder Identification:**  Program Manager: Kumiko Smith  Executive Sponsor: Kyoko Tanaka  Development Team: Web and app developers  Marketing Team: SEO specialists, content creators |
| **Stakeholder Engagement:**   * Regular meetings and progress updates. * Clear communication channels. * Involvement in key decision-making processes |

**9. Governance Framework:**

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| **Governance Structure and Key Stakeholder Responsibilities:**   * Program Manager: Oversees the entire program and ensures alignment with strategic goals. * Executive Sponsor: Provides strategic direction and resources. * Project Leads: Manage individual projects and report to the Program Manager |
| **Decision-Making Process:**   * Decisions will be made collaboratively with input from key stakeholders. * The Program Manager will have the final authority on operational decisions |
| **Reporting and Monitoring:**   * Monthly progress reports to stakeholders. * Regular performance reviews and adjustments. |

**10. Approval:**

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| **Executive Sponsor:** Kyoko Tanaka |

**11. Conclusion and Approval**

**Summary of Key Points:**

* The program aims to enhance customer support through innovative applications
* Strong alignment with strategic goals and high potential ROI

**Approval Signatures:**

* Program Sponsor: [Name]
* Program Manager: [Name]
* Key Stakeholders: [Names]