



Gifting



E-gift cards web development proposal



— **HELLO!**

We are Team 1A

We are here to present you
our project called “Gifting”

Proposal outline



Business case



Feasibility Study



Project Charter



Goals



Target audience



Cost



Our Team



Timeline



Design Process



Risks



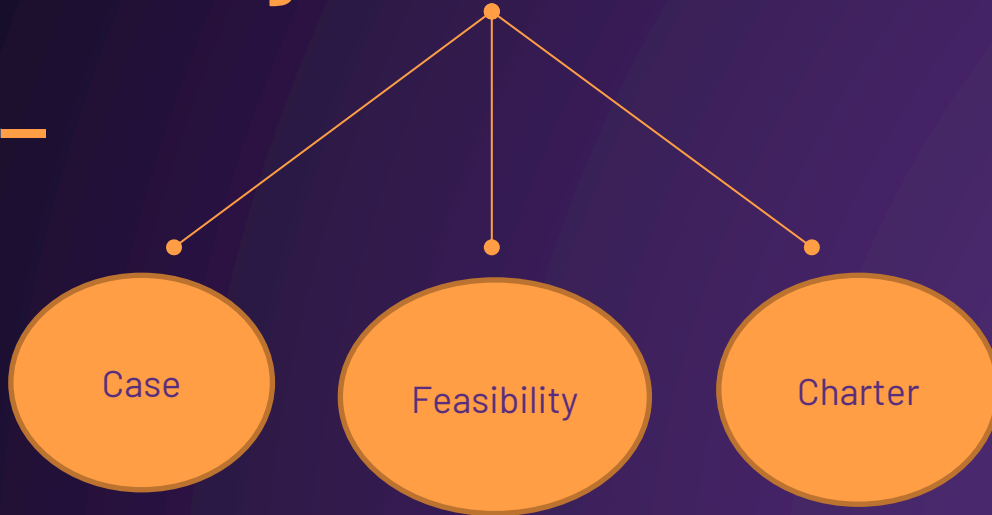
Execution & Control



Closure

Let's Get Started

1 Project Initiation



— Business Case

- Description
- Strategy
- Benefits
- Goals



— Goals

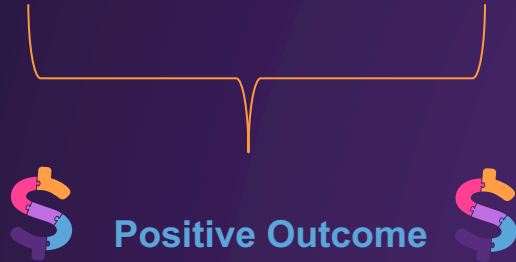


- All major retailers in Middle East
- No1 Brand for e-gift cards in 2 years
- Go global
- Tablet, smartphone, consoles' app

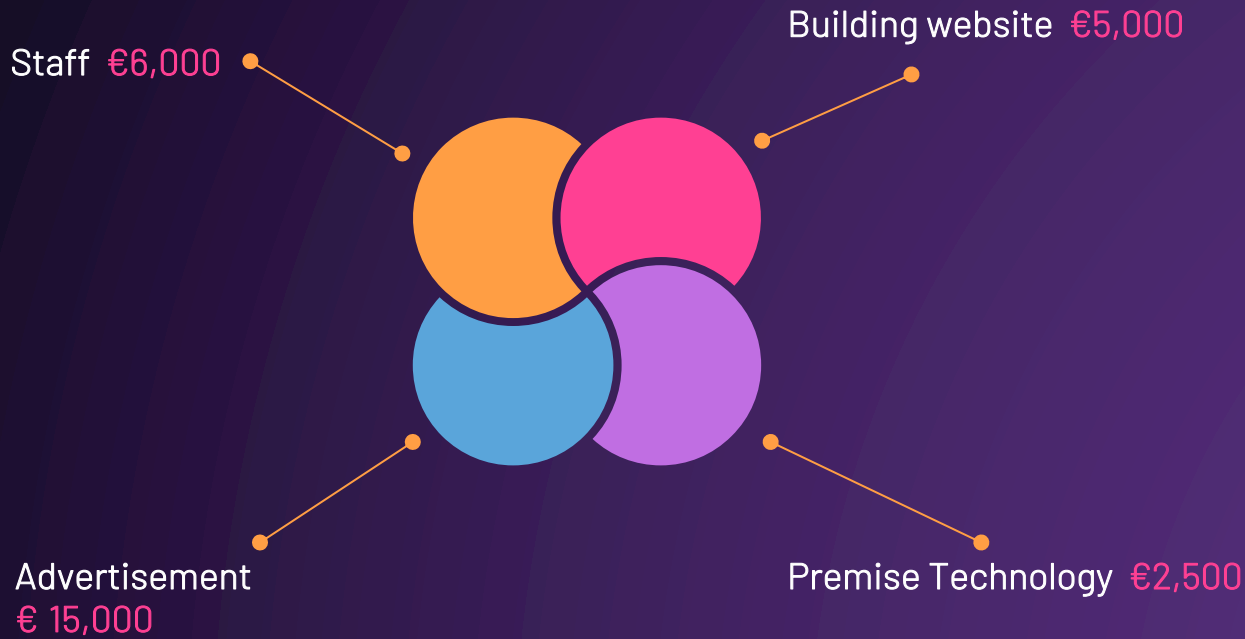


— Feasibility Study

- Benefits
- Advantages
- Sponsors
- Competition
- Risks
- Cost



— Initial Cost



€700B

Global sales of e-gift cards in by 2024

– 41% & 39%

Gen-Zers

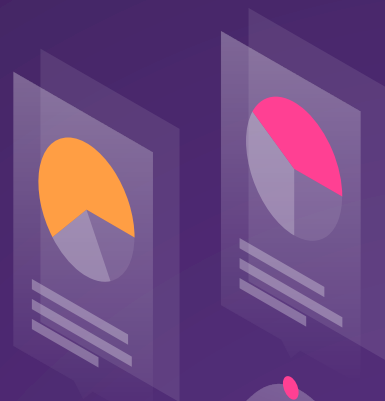
every 3 months

Millennials

100%

Success

up to €200,000 profit first year





— Project Charter

Objectives

- Businesses in Middle East
- Increase awareness
- Convenience

Resources

- Budget
- Testing environment

Success

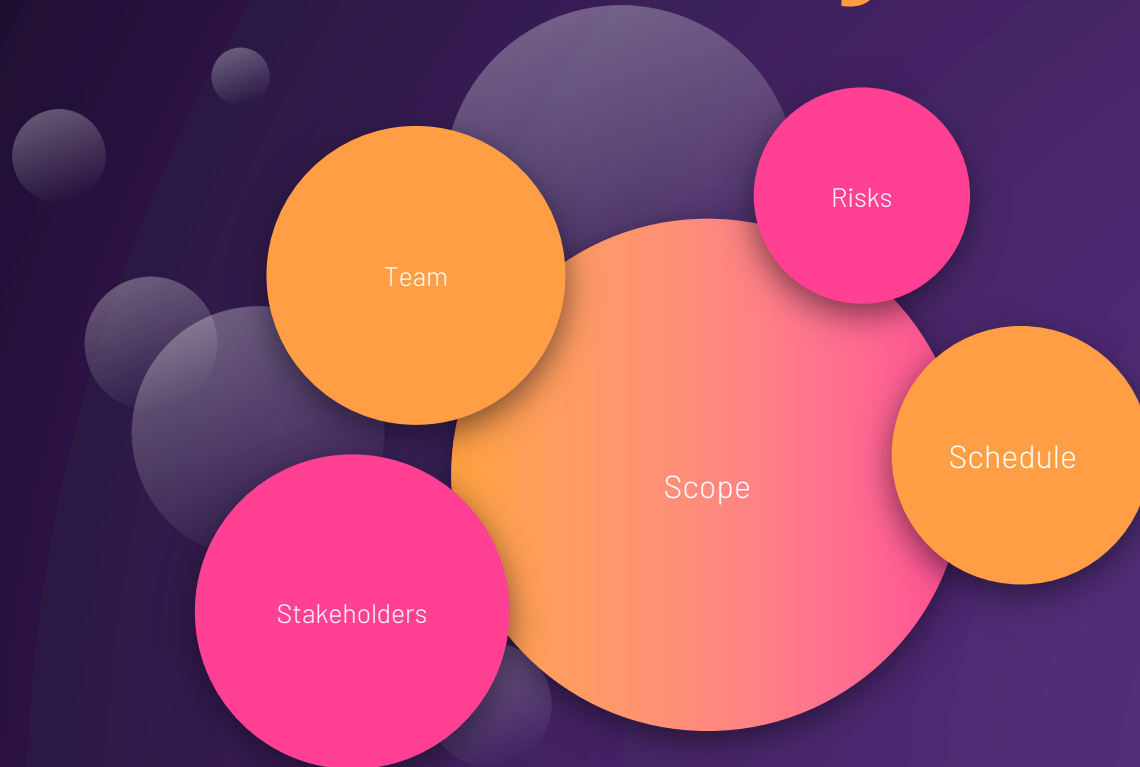
- 25% annual growth
- First choice in Middle East
- Digitalization and Environment

— Target audience

- Small retailers in Middle East
- Businesses that want to upgrade to digital
- New generations with cross-platform support



_ 2 Definition & Planning



Our Team



Board of Directors

Coordinate each team and the whole project to success



Marketing Team

Advertise, promote and increase the Brand recognition

Developers

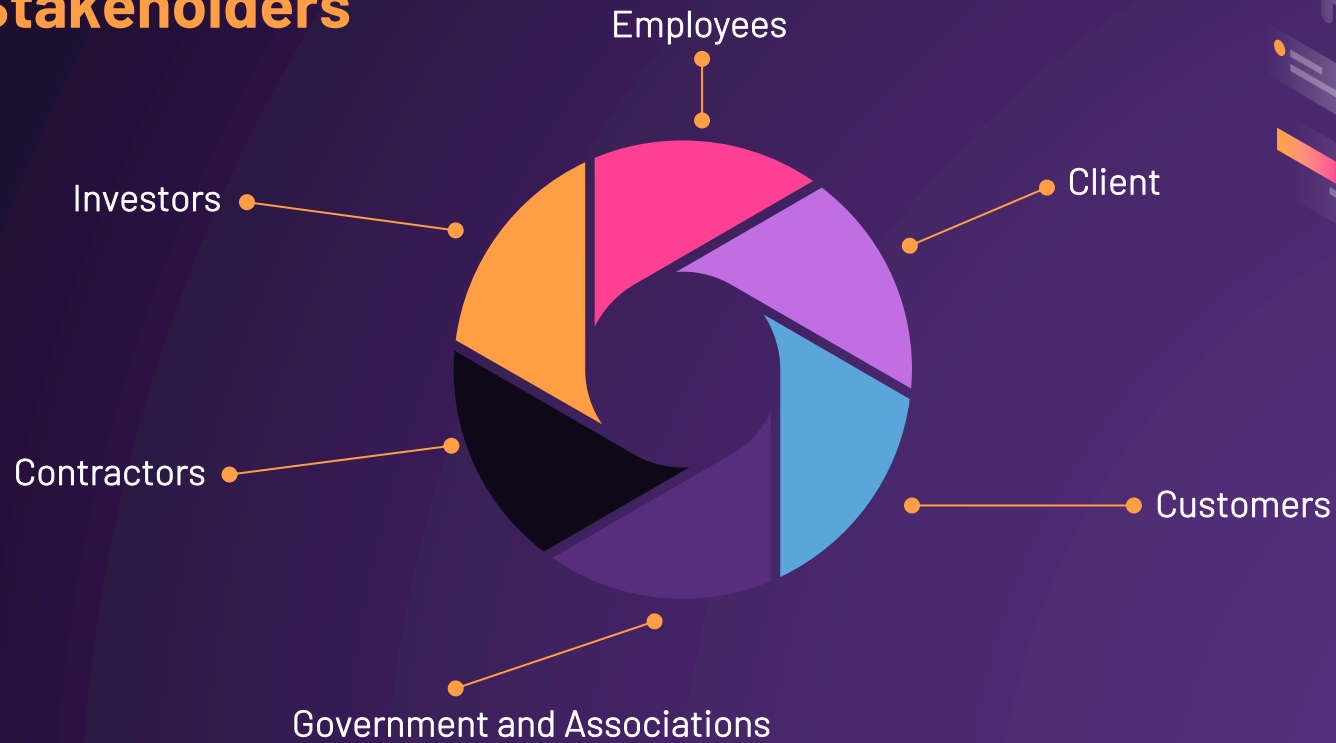
Create, design and regularly update the content



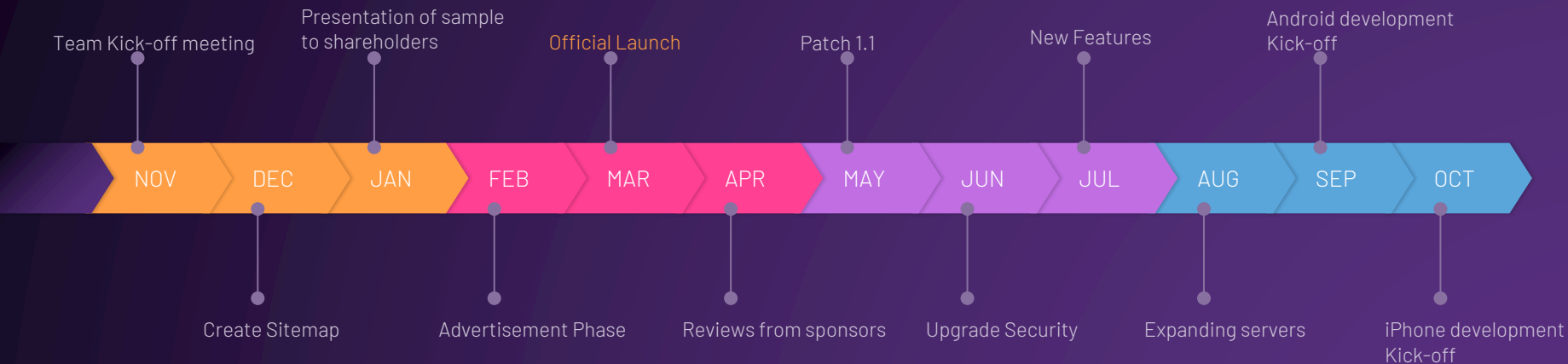
Our location



Stakeholders



TIMELINE



Milestones



Work Breakdown Structure (WBS)



— Risks



Functionality

- Underestimation
- Proficiency
- Reliability
- Power failure

Security

- Fraud attacks
- Hacked Servers
- Spoofing
- DDoS attacks



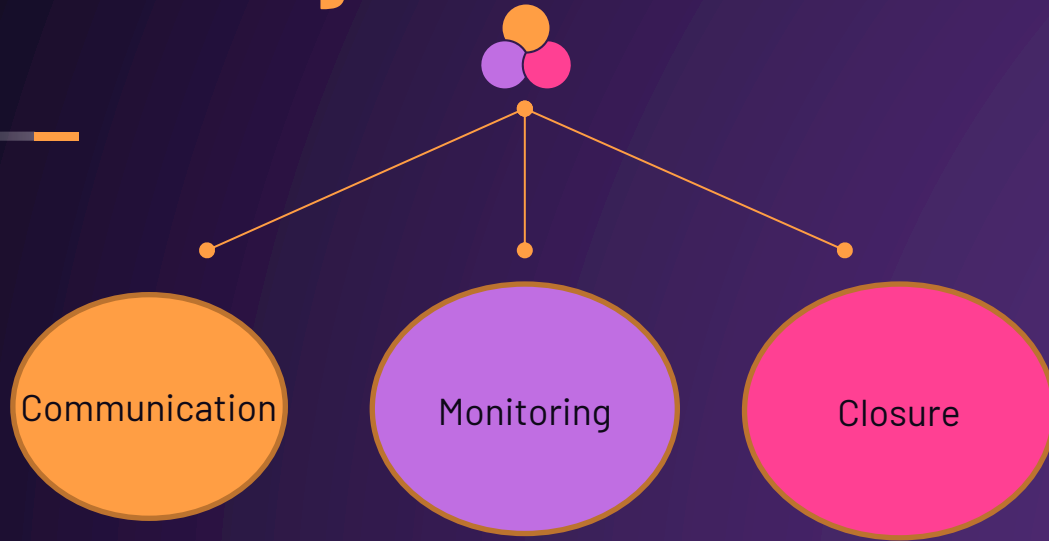
Plan B



Shut Down	→	Personalised Message
Hacking	→	Multi-step verification
Phishing	→	Social Media
Competitors	→	Regular updates

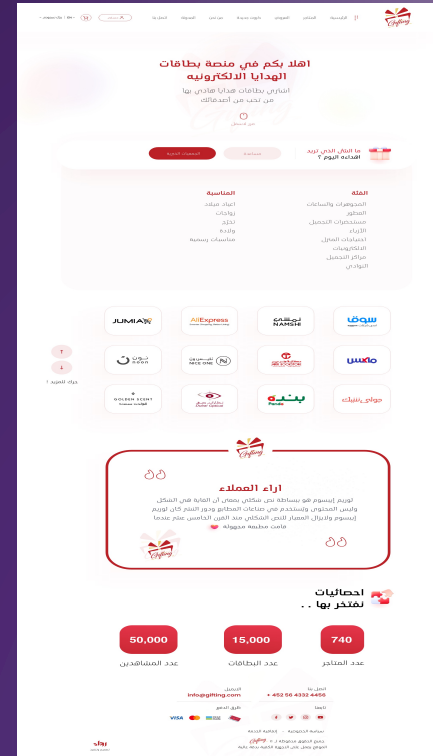


3 Project Execution



— First look 👁

- Accessible
- Functional
- User friendly
- Eye - catching



— Communication Plan



Project Team

- Monday 9am
- Video conference
- Review status
- Project Team & developer representative

Developers

- Wednesday 9am
- Video conference
- Review & feedback
- Developers & Project Manager

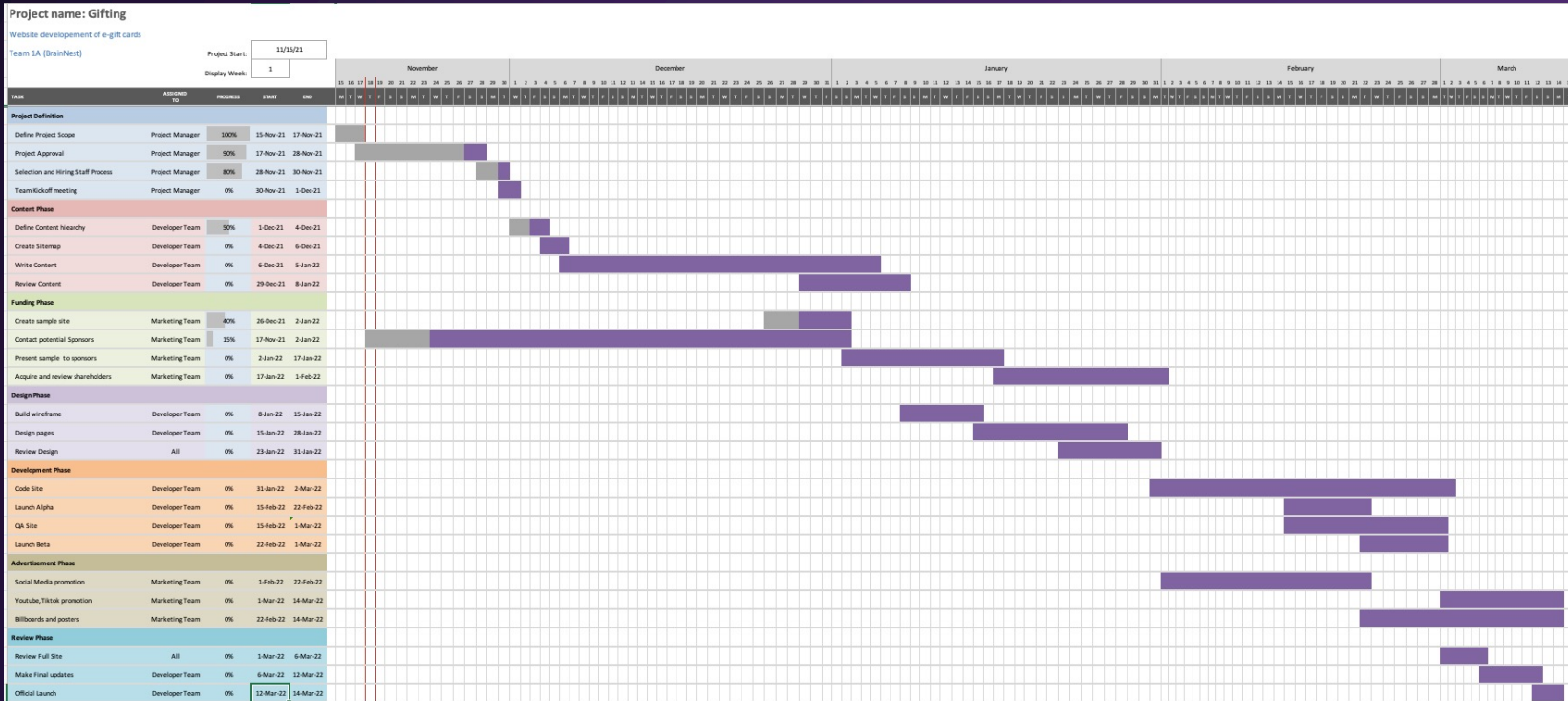
Check-ins

- Friday 6pm
- Email
- Update based on notes
- All interested parties

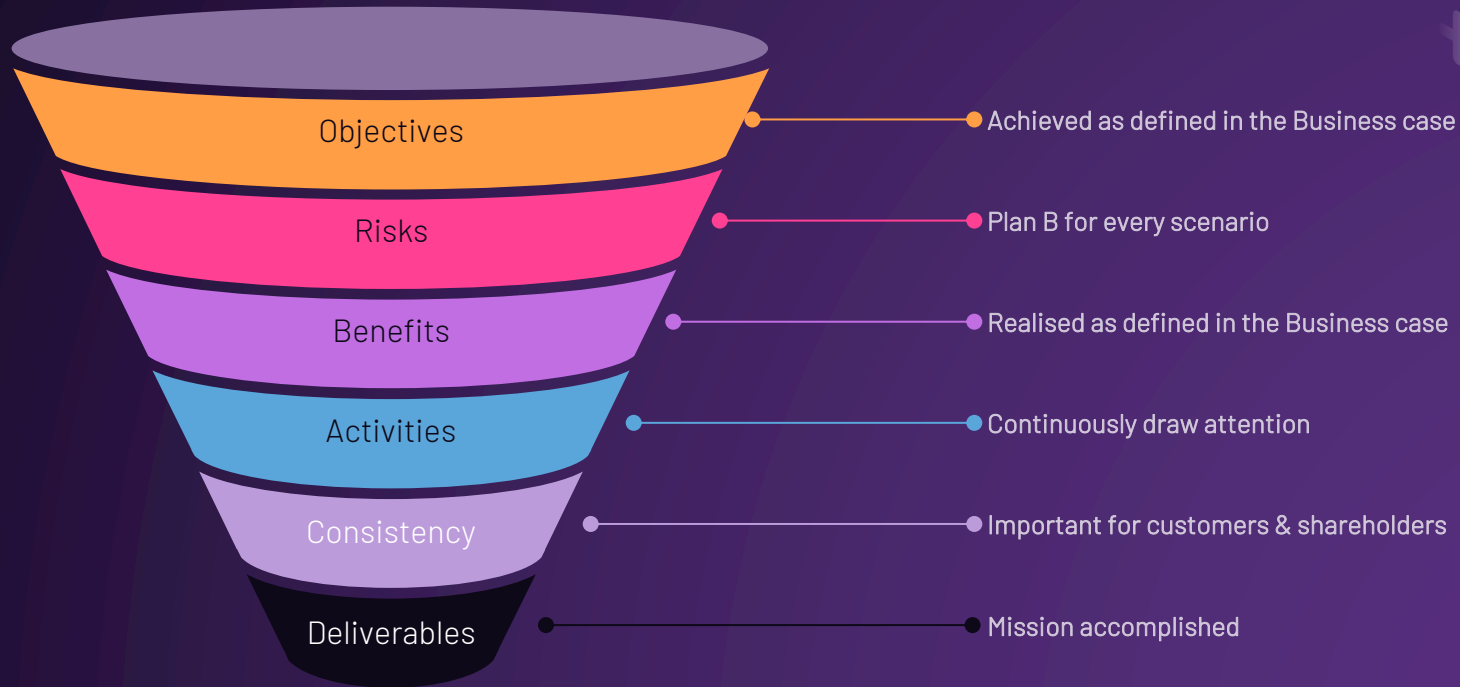
Project Status

- Last Friday each Month
- Video conference & email
- Update based on results
- Directors & shareholders

Monitoring & Control



Closure



***“The joy of giving is the greatest
joy of life”***



THANK YOU!

We can answer any
questions you have