



Bilkent University

Department of Computer Engineering

CS413

SOFTWARE ENGINEERING PROJECT MANAGEMENT

TEAM PROJECT CHARTER

ALIZE

PROJECT MANAGERS 4.0

Group Members

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2023

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This project charter is prepared for **ALIZE**, by **PROJECT MANAGERS 4.0. 2023**

EXECUTIVE SUMMARY

In this document, a startup project is described that uses customized internet wholesale applications to link Turkish producers with foreign clients. By offering premium goods to customers overseas at low prices, the project aims to improve the export potential of Turkish producers. The platform is expected to launch within a year and the project team is made up of five individuals. A user-friendly platform with a product catalog, competitive pricing, and a safe payment method will be created by the team. To ensure the project's success, the team will do market research, build relationships with logistics firms, and regularly monitor and analyze the project's development. In conclusion, this project intends to improve Turkish manufacturers' export potential and streamline the communication process between them and foreign clients.

GOAL AND OBJECTIVES

Initially, the project will aid Turkish manufacturers in increasing their export volume, which will strengthen the nation's economy and open up more work prospects for its residents. Second, the project would increase Turkish manufacturers' competitiveness in the worldwide market by giving them a global stage to display their goods. As a consequence, they will have the chance to grow their company and connect with more clients, which will improve their revenue and profitability.

The idea will also significantly benefit international clients by offering them a wide selection of premium goods at affordable costs. They will be able to find Turkish manufacturers' products more easily, access them more quickly, and engage in secure transactions with them thanks to the platform. International clients will benefit from having a one-stop shop for all of their business requirements, which will boost productivity and streamline operations.

The value proposition of the project also includes lowering the complexity and red tape involved in international trade for Turkish producers and foreign clients. Manufacturers and customers will be able to communicate more easily and without any language barriers thanks to the platform. Both parties will profit as a result of increased global trade efficiency.

In conclusion, including gains for Turkish producers, foreign clients, and the world economy. The project will enhance Turkey's export volume, make its manufacturers more competitive in the global market, and provide foreign clients with a wide selection of high-quality products at competitive rates by linking them with Turkish producers. Additionally, it will simplify international trade, making it less complicated for all parties involved.

OUTCOMES AND DELIVERABLES

Major outcomes and deliverables of the project are:

- Development of a new B2B trade platform
 - Delivery Date: June 30, 2023
- Registration of Turkish manufacturers on the platform and showcasing their products
 - Delivery Date: July 31, 2023
- Creation of infrastructure for registration of foreign customers on the platform and purchase of products
 - Delivery Date: August 31, 2023
- Integration of secure and fast payment systems
 - Delivery Date: September 30, 2023
- Development of a messaging system that facilitates communication between sellers and buyers
 - Delivery Date: October 31, 2023
- Creation of an admin panel and analytical tools
 - Delivery Date: November 30, 2023

Applicable items to be delivered:

- Project plan and technical documents
 - Delivery Date: May 31, 2023
- Source code and executable files
 - Delivery Date: November 30, 2023
- Web and mobile applications of the platform
 - Delivery Date: December 31, 2023
- Payment integration documents and reports
 - Delivery Date: September 30, 2023
- Messaging system documents and reports
 - Delivery Date: October 31, 2023
- Admin panel and analytical tools documents and reports
 - Delivery Date: November 30, 2023

DEFINITION OF SCOPE

This project aims to develop a B2B e-commerce platform that connects Turkish manufacturers with international buyers. The platform will provide a user-friendly interface for manufacturers to showcase their products and for buyers to browse and purchase them. The scope of work includes developing a website, a mobile application, and an admin panel. The website and mobile application will have features such as product search, listing, ordering, payment processing, shipment tracking, and messaging. The admin panel will allow platform owners to manage users, products, payments, and orders. The project scope does not include product manufacturing or shipping. Additionally, it does not cover the establishment of legal agreements between buyers and sellers or the resolution of any disputes that may arise between them.

BUDGET

- Front-end developer: 4 people/month at 13.000 TL / month = 52,000 TL
- Back-end developer: 4 people/month at 14,000 TL / month = 56,000 TL
- Mobile developer: 3 people/month at 14,000 TL / month = 56,000 TL
- QA engineer: 2 people/month at 15,000 TL / month = 60,000 TL
- Project manager: 3 people/month at 25,000 TL / month = 100,000 TL
- Total engineering expense: 324,000 TL

Other expense items:

- Software licenses: 80,000 TL
- Office rent and expenses: 60,000 TL
- Marketing and advertising: 50,000 TL
- Legal expenses: 40,000TL
- Total of other expense items: 230,000 TL
- Profit margin: 10% of total budget

Total budget: Engineering costs (324,000 TL) + Other expenses (230,000 TL) + Profit (55,400 TL) = 609,400 TL

Note: The budget may vary depending on project requirements and unforeseeable conditions.

MAJOR MILESTONES

1. Project Planning: 10 April 2023 - 17 April 2023
2. Funding: 17 April 2023 - 22 April 2023
3. Requirements Approval: 22 April 2023 - 10 May 2023
4. Design Approval: 10 May 2023 - 25 May 2023
5. Development: 26 May 2023 - 30 August 2023
6. Project Requirements Review: 15 July 2023 - 30 July 2023
7. Measuring and Evaluating KPIs: 25 July 2023 - 15 August 2023
8. Receiving Feedbacks from Stakeholders: 15 August 2023 - 30 August 2023
9. Implementing Necessary Changes: 30 August 2023 - 30 September 2023
10. Testing: 30 September 2023 - 30 October 2023
11. Defect Fixing (If Needed): 30 October 2023 - 30 November 2023
12. Final Approval of the Project: 30 November 2023 - 31 December 2023

ASSUMPTIONS AND CONSTRAINTS

1. Assumptions:
 - Project team members will be available all working days between the start and end dates of the project.
 - Unexpected events will not occur or be minimized during the requirements, design and testing processes.
 - All resources (human, hardware, software, etc.) will be provided on time and at reasonable cost.
 - Communication and cooperation throughout the project will be carried out regularly and effectively among the project stakeholders.
 - It is assumed that the platform has a user-friendly interface, providing an efficient way to showcase and purchase products.
 - The success criteria of the project are predetermined among the project stakeholders and they have a common understanding.
2. Constraints:
 - The project budget is an important constraint that affects the total cost.
 - The scope of the project is limited to connecting only Turkish manufacturers of the platform with international buyers.
 - The project duration is limited between the specified start and end dates.
 - The platform allows users to promote their own products, but the production and shipment of products is beyond the scope of the project.
 - It is not within the scope of the project to make legal agreements between buyers and sellers on the platform and to resolve any disputes that may arise.

INITIAL RISKS

1. Threat:

Errors by the development team or unexpected technical difficulties may delay the project which can affect project completion time and delay the deadline.

- Cause (Reason): Errors by the development team or unexpected technical difficulties.
- Risk (Uncertainty): Delay may occur in the development process throughout the project.
- Effect (Consequence): Project completion time may be affected and the deadline may be delayed.

2. Opportunity:

The e-commerce platform can create new market opportunities by connecting Turkish manufacturers with international buyers that provide revenue growth in the long run.

- Cause (Reason): The e-commerce platform may connect Turkish manufacturers with international buyers.
- Risk (Uncertainty): New market opportunities may be achieved.
- Effect (Consequence): Revenue growth can be achieved in the long run.

PROJECT ORGANIZATION CHART

Figure 1 below represents the project organization chart of the organization.

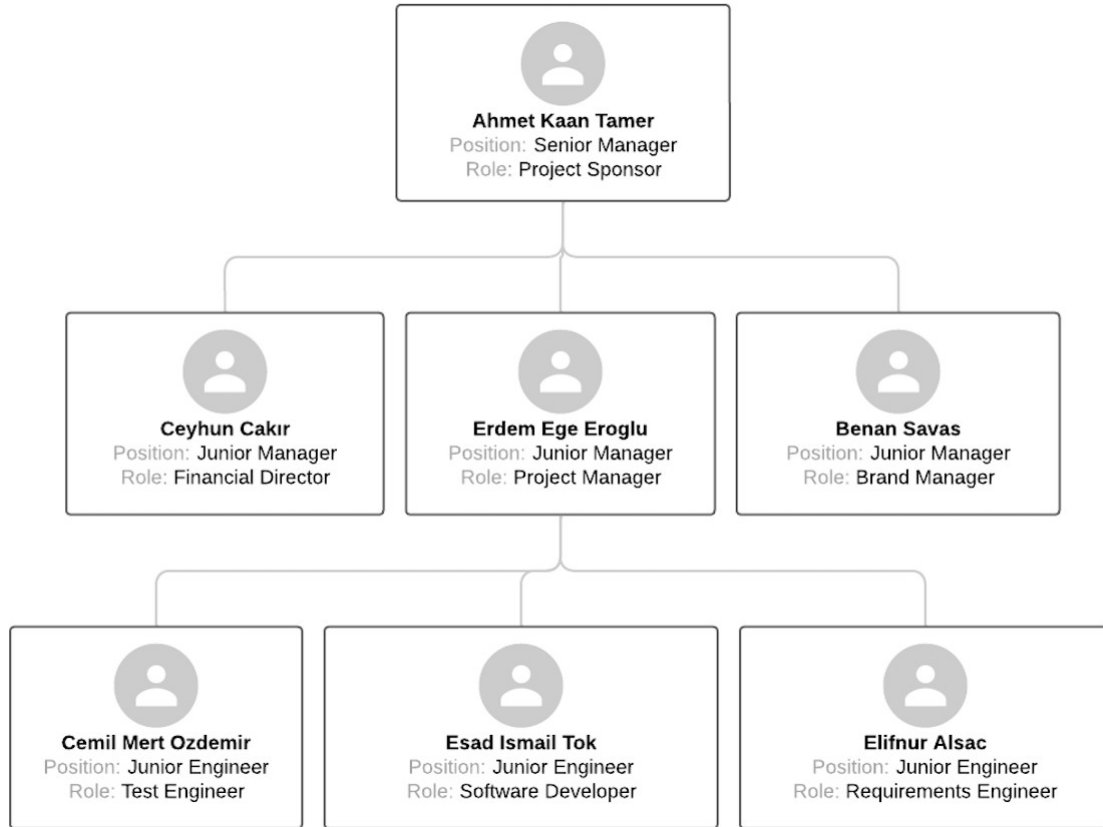


Figure 1: Project Organization Chart for ALIZE

APPROVAL AND AUTHORIZATION

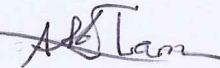
Prepared by the Project Manager:

Sign: 

Name and Last Name: Erdem Ege Eroglu

Date: 10. 04. 2023

Approved by the Project Sponsor:

Sign: 

Name and Last Name: Ahmet Kaan Tamer

Date: 10. 04. 2023

CONTRIBUTIONS

Below is the list of team members and the contributions of each member to the project charter.

1. Erdem Ege Eroğlu

- Effective Summary
- Goal and Objectives
- Outcomes and Deliverables

2. Cemil Mert Ozdemir

- Definition of Scope
- Budget

3. Esad Ismail Tök

- Major Milestones
- Assumptions and Constraints
- Initial Risks

4. Elifnur Alsaç

- Project Organization Chart
- Approval and Authorization