

Project Plant Pals

Operations & Training Plan

**August 6 2022**

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

**Executive Summary:**

*Our goal is to increase sales by 5% and expand our customer base with new low maintenance office plants*

| **Project Goal** |
| --- |
| ***SMART: S****pecific,* ***M****easurable,* ***A****ttainable,* ***R****elevant, and* ***T****ime-bound*   * Increase sales by 5% before end of year * Create a new catalogue with our new product offerings * Update our website with new products and increase traffic by 10% within 3 months * Maintain a 95% customer satisfaction rating |

| **Deliverables** |
| --- |
| 1. A new catalogue with up to date plant selection 2. An updated website with increased selection 3. Traffic, revenue, and satisfaction monitoring tools |

| **Business Case / Background** |
| --- |
| **Why are we doing this?**   * To increase our business selection for returning and new potential customers * It’s the current year. |

| **Benefits, Costs, and Budget** |
| --- |
| **Benefits:**   * Support new service leading to 5% revenue increase, reduce late shipments and related costs, increase customer satisfaction   **Costs:**   * Price of software, installation fees, time spent on hiring and training * Graphic and web designers for our new aesthetics   **Budget needed:**   * $75,000 |

| **Scope and Exclusion** |
| --- |
| **In-Scope:**   * Customer service standards, delivery processes, training protocols * Graphic and web development   **Out-of-Scope:**   * Product development, vendor contracts |

| **Project Team** |
| --- |
| **Project Sponsor:** Director of Operations  **Project Lead:** Project Manager  **Project Team:** Fulfillment Director, Quality Assurance Tester, Inventory Manager, Financial Analyst, Human Resources, Training Manager, Graphic Designer, Web Dev  **Additional Stakeholders:** VP of Customer Success, Account Manager, Receptionist, Sales Director, Sales Team, Marketing Director, Investors |

| **Measuring Success** |
| --- |
| **What is acceptable:**   1. An increase in our revenue by 5% 2. An increase in web traffic by 10% 3. A customer satisfaction level of 95% |