



International School

CMU-SE 246 VIS

PROJECT PLAN DOCUMENT

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STORE MANAGEMENT SYSTEM

(SMS)

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PROJECT INFORMATION

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|--|---|-----------------|-------------|
| Project acronym | SMS | | |
| Project Title | Store Management System | | |
| Start Date | 15 March 2024 | End Date | 25 May 2024 |
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I. PROJECT PLAN:

1. Set goals:

- Define the primary objectives of the website, such as increasing sales, improving customer satisfaction, or expanding market reach.
- Establish specific, measurable goals, such as increasing website traffic by a certain percentage or achieving a certain conversion rate.

2. Research and analysis:

- Conduct market research to identify target customers, their preferences, and buying behaviors.

- Analyze competitor websites to understand their strengths, weaknesses, and unique selling points.

- Use tools like Google Analytics, market reports, and surveys to gather relevant data.

3. Identify requirements:

- Create a detailed list of features and functionalities required for the website, considering both customer-facing features (e.g., product catalog, shopping cart) and administrative features (e.g., order management, inventory tracking).
- Prioritize requirements based on importance and feasibility within the project scope and timeline.

4. Design interface:

- Develop wireframes and mockups to visualize the layout and structure of the website.
- Design user-friendly interfaces with intuitive navigation and clear calls-to-action.
- Ensure consistent branding elements, such as logos, colors, and typography, throughout the website.

5. Choose platform and technology:

- Select a suitable web development platform or content management system (CMS), such as WordPress, Shopify, or custom development using frameworks like React or Angular.
- Choose programming languages, database systems, and other technologies based on project requirements, scalability, and developer expertise.
- Consider factors like security, scalability, and integration capabilities when choosing technology stack.

6. Development and testing:

- Develop the website according to the defined requirements and design specifications, following best coding practices and standards.
- Implement responsive design to ensure the website is optimized for various devices and screen sizes.
- Conduct thorough testing, including functional testing, usability testing, and compatibility testing across different browsers and devices.
- Address any bugs or issues identified during testing and make necessary refinements.

7. Deployment and maintenance:

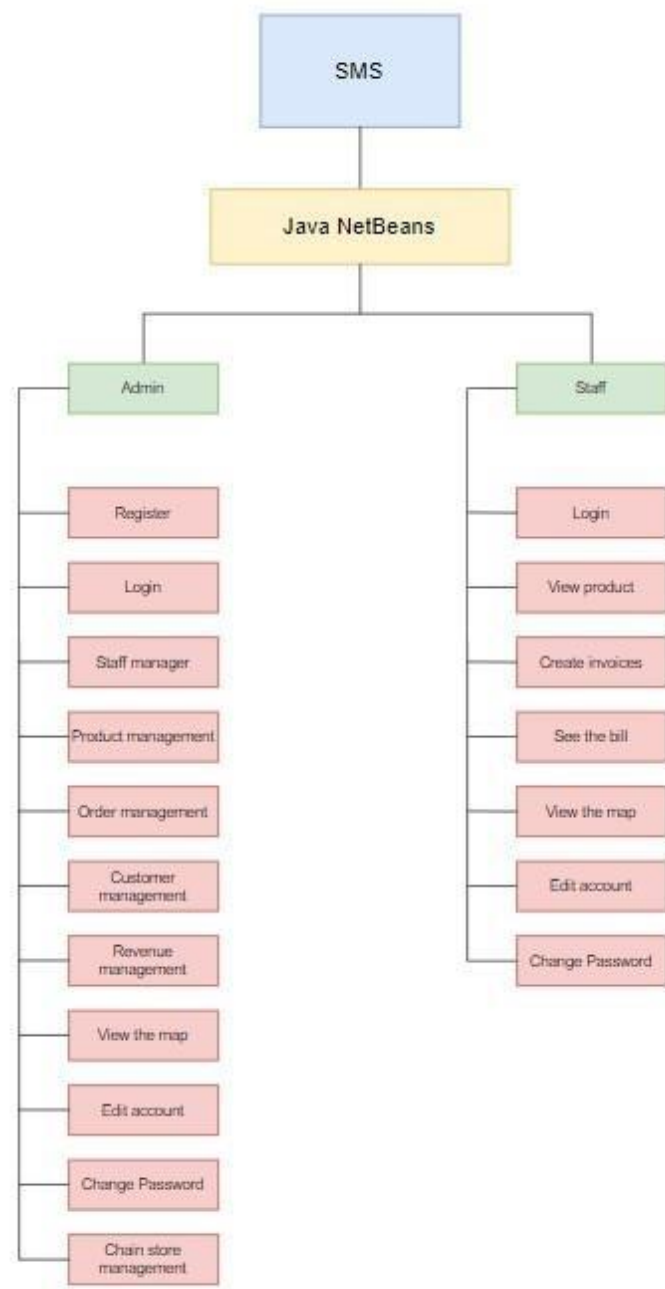
- Deploy the website to a web hosting server or platform, ensuring proper configuration and security measures are in place.
- Set up backups, monitoring, and performance optimization tools to maintain website uptime and performance.
- Establish a schedule for regular updates, security patches, and maintenance tasks to keep the website secure and up-to-date.

8. Marketing and promotion:

- Develop a marketing strategy to promote the website and attract visitors, incorporating tactics such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.
- Create compelling content, such as product descriptions, blog posts, and videos, to engage and inform potential customers.
- Monitor website analytics and performance metrics to measure the effectiveness of marketing efforts and make adjustments as needed

II. PREPARE SALES MANAGEMENT PROJECT PLANNING:

1. **Define project objectives:** Set specific goals that the project aims to achieve, such as increasing sales revenue, improving customer shopping experience, or optimizing sales processes.
2. **Market research and analysis:** Understand the target market, competitors, and customer needs to gain insights into the business environment.
3. **Define project scope:** Clearly outline the scope of the project, including the features and functionalities of the sales management system, support services, and other requirements.
4. **Schedule planning:** Define the project phases, identify tasks, and estimate the time required for each task. Create a detailed schedule to manage and track project progress.
5. **Resource identification:** Identify the resources needed for the project, including human resources, equipment, software, and finances.
6. **Budget planning:** Estimate the costs associated with the project, including development costs, operating costs, and future maintenance costs.
7. **Risk management:** Identify and assess potential risks in the project and develop plans to mitigate or address them.
8. **Task assignment:** Define specific tasks and assign them to team members, ensuring everyone understands their responsibilities.
9. **Project communication:** Establish communication channels and schedules for the project, including meetings, progress reports, and team communication.
10. **Performance evaluation:** Define key performance indicators (KPIs) and criteria to evaluate the project's performance and ensure that objectives are achieved.
11. **Change management:** Establish procedures to manage and control changes in the project scope, schedule, or budget.
12. **Evaluation and learning:** Plan for project evaluation after completion and document lessons learned to improve future projects.



13. **Responsibility assignment:** Clearly define roles and responsibilities for each team member in the project.

14. **Work Breakdown Structure:**