Quality Management Plan for Project: AHI Marketing Analytics & Customer Engagement App					
Part I: Project Objectives (reference project charter)					
1 Develop a real-time market analytics app for AHI					
2 Enable enhanced customer engagement with secure invoicing and product access					
3 Centralize customer and competitor insights for faster market adaptation					
4 Improve decision-making efficiency with data-driven insights					
5 Strengthen AHI's market position through optimized product positioning					
6 Ensure scalability for future app functionalities					
7 Implement security features for customer data protection					
Part II: Project Quality Team (Project Manager, QA, QC, SME)					
Name	Role	R (Responsible)	A (Accountable)	C (Consult)	I (Inform)
Cary Manning	Project Manager	X	X		X
QA Specialist	Quality Assurance (QA	X			X
QC Analyst	Quality Control (QC)	X			X
IT Technician	SME - IT	X		X	
Mary Smithers	Sponsor		X		X

Quality Assurance Activities (quality audits)	Quality Control Activities (quality inspections)
1. Conduct regular audits to ensure data security measures are in place and effective.	1. Test app for secure invoicing and customer access features
2. Verify compliance with budgetary constraints through financial audits.	2. Validate real-time analytics and reporting accuracy
3. Ensure data integration meets AHI's IT infrastructure standards.	3. Inspect scalability components to ensure future expandability
4. Audit app functionalities for alignment with business goals (real-time insights, customer access).	4. Conduct usability testing to enhance customer experience
5. Periodic review meetings with stakeholders to evaluate project milestones and objectives.	5. Perform security inspections to safeguard customer data