Project Charter

Overview:

The Project Charter is the first document created in the Initiation phase. It answers the "what," "why," and "who" of the project. The project sponsor must approve the project charter before formal planning can begin.

The Project Charter is often developed based on information provided in a business case, Statement of Work (SOW), or agreement such as a contract, Memorandum of Understanding (MOU), Service Level Agreement (SLA), and so on.

Use this template to create your Project Charter.

Section I: General Project Charter Information

Charter Item	Comments
Project name	AHI Marketing Analytics & Customer Engagement App
Project goal	To develop an advanced app that provides AHI with real-time market insights and facilitates enhanced customer engagement through improved access, secure invoicing, and product positioning
Project value proposition and benefits	Faster Market Adaptation: Real-time insights into customer demographics and competitor analysis Enhanced Customer Experience: Streamlined access to AHI's products and secure invoicing Better Market Positioning: Improved 4-P strategy alignment (Product, Price, Place, Promotion) Increased Decision-Making Efficiency: Data-driven insights for business strategies
Problem or opportunity statement	AHI currently lacks a unified system for market and customer analytics, relying on disconnected data sources that hinder its ability to adapt to a competitive landscape. This project addresses the need for a centralized, real-time analytics app to provide actionable insights, support faster decision-making, and strengthen AHI's market position
Project schedule	Project Start Date: May 15, 2024 Estimated Completion Date: November 15, 2024 (6 months)

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Project manager	Cary Manning (Marketing Department)
Approval authority/sponsor	Mary Smithers (Marketing Sponsor)

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Section II: Additional Clarifying Information

Assumptions or constraints	Budget Limitations: Project limited to $250,000 in total expenditure
	Technological Constraints: Dependence on AHI's current IT infrastructure for data integration and storage
	Resource Availability: IT team and two new technicians are critical for secure app deployment
Proposed solution(s) high-level overview	Develop an app offering the following features:
	Market Insights: Real-time analytics for identifying market trends and competitor activities
	Customer Access and Engagement: Secure invoicing and easy product access for external customers
	Sales and Trend Analysis: Insights into product categories, market share, and customer preferences
Project priorities	Real-time customer insights and competitive analysis.
	Security in invoicing and data processing.
	Scalability to add future functionalities.
Return on Investment (ROI)	Projected ROI includes:
	Enhanced Customer Retention: Improved engagement and satisfaction
	Faster Product Adaptation: Timely data for new product launches
	Increased Market Share: By addressing target markets effectively
Risks (Potential)	Data Security Risks: Ensuring robust security for customer data
	Budget Overruns: Due to potential additional features
	Market Risk: Changing market dynamics affecting project relevancy
Resources required	IT Infrastructure: Upgraded storage and security hardware
	Human Resources: Two IT technicians
	Data Feeds: For real-time market insights