Project Charter

Project Name	Pokémon Plushie Shop		Project Sponsor/ Business PM	Ash Ketchem
Project Start Date	Aug 4, 2022	Project End Date — Aug 20, 2022	Project Manager	Professor Oak

Business Needs

Recent disagreement with the country's top one e-commerce store prohibit sellers to have a copy of a customer's email address. On top of that, each transaction would require administrative fees which makes are plushies uncompetitive in the market. In order to secure recurring customers and be competitive in the plush space, there is a need to build an independent plushie shop.

Project Scope	Deliverables (Output and Outcome)
In Scope: Buyer interface without real payment **Out of Scope:** Payed web hosting and interface for an administrator	**Output:** A lite version of an online shop for buyers **Outcome:** Gradual shift from e-commerce store to standalone store

Risk and Issues Identified	Assumption and Constrains Identified
Risk: Scope creep. Expectations need be managed all throughout the project **Issues:** Onboarded customers may find the system in complete	**Assumption:** Goal is to have 400 monthly orders on the new site after 6 months **Constrains:** Full stack developer is a part timer

Financials

Invesment Needed (Total Cost of Ownership)	Business Financial Impact
CAPEX: 60,000 USD **OPEX:** N/A **Total Cost of Ownership:** 60,000 USD	**Payback Period:** 1.75 years

Milestone Schedule		Business Value and Impact
Project Milestones	**Target Completion Date**	Having an independent plush shop will enable the following benefits: Cost Reduction – the new site will enable us to save on administrative fees Recurring orders – email is still a viable tool for repeat purchases. Our company needs to secure the email addresses of our customers in order to send them promotions
Project Charter Approval	Aug 3, 2022	
Project Kick-Off Completion	Aug 4, 2022	
Build/Test Completion	Aug 20, 2022	
Go-Live, Hypercare and Project Closing Completion	Aug 21, 2022	
Benefits Tracking Completion	Apr 20, 2023	

Project Team		Approvers / Steering Committee	
IT Project Manager	Professor Oak	Executive Sponsor	Ash Ketchem
Technical Lead/ SME	Billy, Jessie, and Brock	Business PM / Lead	James and Misty
Team Members	Jed	Finance Business Partner	Bob