

Project Request Form

The initial document that a portfolio manager or steering committee would read when filtering multiple projects. This is only a sample document – different companies have different templates that work in their organization.

Date of Submission: August 2, 2022

Project Priority (High, Medium, Low): Medium

Project Details	
Project Name	Pokémon Plushie Shop
Project Type	<input type="radio"/> Replacement <input type="radio"/> Expansion <input checked="" type="radio"/> New Implementation
Project Description	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.
Business Impact	Having an independent plush shop will enable the following benefits: <ul style="list-style-type: none">• 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
No. Users Impacted	10 internal users. Users currently manning the e-commerce page will slowly have responsibilities from this new project. 2,500 monthly e-commerce visitors will also be impacted by the gradual shift to the independent website
Departments Impacted	Information Technology, Marketing, Commercial
Location of Users	Not applicable – working from home
Requested Project Timelines	Requested start date: August 4, 2022 Requested end date: August 20, 2022

Business Resource Commitments			
Name	Project role	Project Commitment	Communication Needs
Ash Ketchem	Project Sponsor	As needed basis	Milestones
Professor Oak	Project Manager	20 hours per week	All
Billy	IT Business Partner	20 hours per week	All
Jed	Full-stack Developer	30 hours per week	All
James	Commercial Business Partner	15 hours per week	All
Jessie	Commercial Subject Matter Expert	As needed basis	Milestones and Commercial inquiries
Misty	Marketing Business Partner	15 hours per week	All
Brock	Marketing Subject Matter Expert	As needed basis	Milestones and Marketing inquiries

Project Priority Considerations

Dependency Considerations	Please indicate which of the following applies: <input type="radio"/> Dependent on prerequisites. <input type="radio"/> Other projects depend upon this project's completion. <input type="radio"/> Is dependent on other projects. <input checked="" type="radio"/> No dependency.
Explanation of Dependency	Not applicable.
Time Urgency	<input type="radio"/> High <input type="radio"/> Medium <input checked="" type="radio"/> Low
Explanation of Time Urgency of High	Not applicable.
Is the Project Required by Law or Compliance? If yes, explain.	No.

Project Cost Estimates (optional)

Gain of Investment ^A	24,000 USD for the first year. Then, 48,000 USD thereafter
Cost of Investment ^B	60,000 USD
Payback Period ^{B / A}	1.75 years
Assumptions	<ul style="list-style-type: none"> • Out of 2,500 visitors, only 400 people buy a product • Each transaction cost 10 USD in fees • Assumed that 400 monthly buyers consistently use the new site after 6months of going live

Project Sponsor Name: Ash Ketchem

Project Sponsor Signature:



Project Sponsor Title: Research Leader

Date: August 2, 2022

Department Supervisor Name: Mrs. Ketchem

Department Supervisor Signature:



Department Supervisor Title: Senior Leader

Date: August 2, 2022