

Benefits Plan

Project Benefit	Owner	Technical Actions	Process Action	Training Actions	Communication Actions	Metric
Reduce expense for Ash transaction fees	Ash Ketchum	Ensure new standalone site is up and running	Open financial system to cater orders in the new website	Train e-commerce account managers to process orders from the new website	Old e-commerce site will give away coupons to be used on the old site. Use existing mailing list to have buyers go to the new site	Number of sales in the new site hits 400 orders per month