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

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| Project Details | | | |
| **Project Name** | Pokémon Plushie Shop | | |
| **Project Type** | ❍ Replacement | ❍ Expansion | ✓ 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:   * 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 | | |

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| 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 |

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| Project Priority Considerations | | | |
| **Dependency Considerations** | Please indicate which of the following applies:  ❍ Dependent on prerequisites.  ❍ Other projects depend upon this project’s completion.  ❍ Is dependent on other projects.  ✓ No dependency. | | |
| **Explanation of Dependency** | Not applicable. | | |
| **Time Urgency** | ❍ High | ❍ Medium | ✓ Low |
| **Explanation of Time Urgency of High** | Not applicable. | | |
| **Is the Project Required by Law or Compliance?**  **If yes, explain.** | No. | | |

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| 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** | * 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 Title*: Research Leader

*Project Sponsor Signature*: *Date*: August 2, 2022

*Department Supervisor Name*: Mrs. Ketchem *Department Supervisor* Title: Senior Leader

*Department Supervisor Signature*: *Date*: August 2, 2022