

Project Charter

Project Purpose	To manufacture a copy of an 'iphone' and providing the mobile at a cost of 50% lesser than the original iphone to the consumers.	
Measurable Objectives & Success Criteria	Objectives: 1. The main objective is to launch the mobile at lower cost with similar features of the iphone. 2. To make the product more sustainable and increase the customer base. 3. To meet the customer expectations like the original iphone and increase the sales of the product. Success Criteria : Current customer base and sales will be increased because of the lower cost (50% lesser) with similar features.	
High-Level requirements	1. 6.5 inch OLED 2. 6GB RAM 3. Face ID 4. 3,500 mAh Battery 5. 128GB/256GB Internal memory 6. 12 MP front and Triple 12MP rear Cameras	
Assumptions & Constraints	Assumptions : At the end of the project we expect to gain more customers by making them interested with our product and the product will cost no more than \$600 USD. Constraints : Time : 3 Months Quality : Should be very close to the original iphone Cost : Unit Production Cost	
High-Level risks	1. Product design should exactly match to the iphone 2. Risky device configuration 3. Unit Production Cost 4. Performance should meet the customers expectations	
Milestone Schedule	Product Design	20 days
	Product development	10 days
	Production Planning & Packaging	25 days
	Marketing	15 days
Budget Summary	Direct cost = \$ 300 USD Direct Equipment Cost = \$ 200 USD Indirect Costs = \$ 50 USD Total Project Cost per mobile = 300+200+50 = \$ 550 USD Estimated Units per day = 400 Total Number of units in 70 days = 28000 Total Project Cost for 28000 units = Total cost per unit x 28000 = 1,54,00000 = 15.4 Million USD	