**PROJECT CHARTER**

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| **Project Name** | **Project Supervisor** |
| Timeless Mall | Mohamed Osama |
| **Project Manager** | **Duration** |
| Sherif Elzahar | 1/1/2025 to 8/1/2027 |

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| **Purpose** | * The purpose of this project is to transform an Egyptian local brand mall into a smart mall, enhancing its technological integration and operational efficiency to offer a cutting-edge shopping experience. |

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| **Mission**  **And**  **Objectives** | * Implement technologies to improve shopping convenience and personalization, such as mobile apps for navigation, digital kiosks for information, and personalized promotions. * Introduce interactive elements like digital signage, smart parking solutions, and IoT-based services to engage customers and provide real-time information. * Deploy analytics tools to gather and analyze data on customer behavior, foot traffic, and sales trends to inform strategic decisions and marketing efforts. |

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| **Budget** | * Overall Estimated Cost Range: $2,150,000 - $4,700,000 |

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| **Scope in and out** | **In Scope:**   * Upgrading technology, enhancing customer experience, improving operational efficiency, and implementing advanced security systems.   **Out of Scope:**   * Major structural changes, unrelated facility upgrades, future tech integrations, and long-term maintenance.   Top of Form |

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| **Risks** | * Potential delays due to technology integration issues and unforeseen costs related to system implementation and maintenance. |

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| **Deliverables** | * **Smart Infrastructure Plan:** Detailed blueprint for technology and network upgrades, including sensor placement and integration points. * **Customer Experience Technologies:** Development and deployment of mobile apps, interactive kiosks, and digital directories to enhance user interaction and convenience. * **Operational Systems Integration:** Implementation of smart inventory management, energy-efficient systems, and automated facility maintenance solutions. * **Data Analytics Dashboard:** Creation of a comprehensive dashboard for real-time monitoring and analysis of customer behavior, foot traffic, and sales metrics. * **Security System Implementation:** Installation of advanced surveillance cameras, emergency alert systems, and smart access controls to enhance safety and security. * **Sustainability Solutions:** Integration of eco-friendly technologies such as smart lighting, energy-efficient HVAC systems, and waste management solutions. * **Training and Support Materials:** Development of training programs and user manuals to support mall staff and tenants in using the new technologies. * **Testing and Quality Assurance Report:** Documentation of thorough testing results for all implemented systems to ensure functionality and reliability. |

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| **Timeline** | * Planning Phase: [1/1/2025 – 6/1/2025] * Implementation Phase: [6/1/2025 – 6/1/2027] * Testing and Calibration: [6/1/2027 – 7/1/2027] * Completion and Handover: [7/1/2027 – 8/1/2027] |