



Project Charter

INITIATION PHASE

PLAY HARD - PICKLEBALL PROJECT

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BUS520 Competency #5 Dec 2024

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Purpose of the Project Charter

The Project Charter is a formal document that kicks off a project, outlining its purpose, objectives, scope, and stakeholders. It lays the groundwork for planning, aligns stakeholders, and secures management approval and resources, giving the team a clear direction to move forward.

Essential Elements

PROJECT OBJECTIVES

Define clear, specific, measurable, achievable, relevant, and time-bound (SMART) goals for the project.

For example, the Play Hard Pickleball Project aims to create pickleball sections in stores to boost sales by 15% within a year.

PROJECT SCOPE

Outlines the boundaries of the project, including what will and won't be included.

Scope for Play Hard includes store layout modifications, product sourcing, staff training, and marketing efforts, while excluding structural store changes or instructional classes

STAKEHOLDER IDENTIFICATION

Recognizes all individuals or groups affected by the project or influencing its success.

Key stakeholders include the project manager, team members, sponsors, and customers, such as Sarah (Project Manager) and Amir (Regional VP and Sponsor).

TANGIBLE DELIVERABLES

Specifies tangible outputs of the project, like a software program, new bridge, or new office.

Examples include completed pickleball sections, stocked inventory of premium products, and trained store staff.

PROJECT MILESTONES

Breaks down the project into key phases or deadlines to track progress.

The Pickleball Project includes six milestones: planning, design, sourcing, training, setup, and launch within a six-month timeline.

SUCCESS CRITERIA

Establishes measurable standards to determine project success.

For the Pickleball Project, success includes achieving a 15% sales increase, positive customer feedback, and becoming a leading destination for pickleball enthusiasts.

Business Case

PROJECT NAME	SPONSOR
Play Hard Pickleball Project	Executive Team
PROJECT MANAGER	DATE APPROVED
Sarah (Head of Development)	Pending
EXECUTIVE SUMMARY	Pickleball is quickly becoming a favorite sport across the country, attracting players of all skill levels, from beginners to seasoned pros. Seeing this growing trend, Play Hard spotted a great chance to expand its lineup by creating dedicated pickleball sections in its stores. This project aims to fill a gap in the market.
MISSION STATEMENT	To create vibrant pickleball sections in Play Hard stores, offering premium gear, building community, and becoming a top destination for enthusiasts. The goal is to boost sales by 15%, improve customer satisfaction, and expand market presence.
PRODUCT/ SERVICE	<i>Dedicated pickleball sections</i> that will feature a wide range of high-quality equipment, including paddles, balls, nets, and apparel. These sections will serve a growing market need for a one-stop-shop, providing exceptional products and service for players of all skill levels.
PROJECT DEFINITION	<p>This project includes:</p> <ul style="list-style-type: none"> Reconfiguring store layouts to create dedicated pickleball sections. Sourcing and stocking premium pickleball products. Training staff to become pickleball experts. Implementing comprehensive marketing campaigns to promote the new sections. <p>It will follow a six-month milestone schedule to ensure a timely and successful launch.</p>
PROJECT ASSUMPTIONS	<ul style="list-style-type: none"> Pickleball will continue to grow in popularity. Reliable suppliers for premium products will be secured. Adequate funding for store modifications, products, and marketing will be provided. Trained staff will effectively support customer needs.
FINANCIAL APPRAISAL	<p>Initial Investment: \$500,000 (store modifications, product procurement, and marketing). Expected Revenue Increase: 15% within the first year. Projected Profit Margin: 25%. Expected ROI: Recoup investment within two years.</p>
MARKET ASSESSMENT	The market research highlights a growing demand for pickleball equipment, particularly among younger demographics. Competitor analysis shows limited options for comprehensive, high-quality pickleball products, giving Play Hard a competitive advantage through its diverse offerings and customer service.
STAKEHOLDERS	Sarah (Project Manager), Max (Financial Analyst), Emma (Marketing Expert), Mark (Operations Manager), and the Executive Management Team.
RISK ASSESSMENT	The project faces risks such as competition from other retailers, supply chain disruptions, logistical challenges during store modifications, and slow customer adoption.

PLAY HARD PICKLEBALL PROJECT

PROJECT CHARTER

PROJECT SPONSOR
Amir, Regional Vice President

PROJECT MANAGER
Sarah, Head of Development

12/26/2024

The project charter is a key document that formally authorizes the existence of a project and provides the project manager with the authority to apply organizational resources to project activities. It is typically developed by the project sponsor or initiator and is approved by the relevant stakeholders.

Project Objective

This project exists to meet the growing demand for pickleball equipment and create a dedicated space for players within Play Hard stores. It aligns with the company's goals to diversify product offerings, boost sales, and foster community engagement. By capturing this market opportunity, the project aims to increase overall sales revenue by 15% within the first year.

PROJECT SCOPE

The project scope includes store layout modifications for pickleball sections, sourcing premium equipment, training staff for expert guidance, and launching marketing campaigns. It excludes major structural renovations and offering pickleball classes or lessons at this stage.

DELIVERABLES & SUCCESS CRITERIA

The project will deliver completed store layout modifications to create inviting and interactive pickleball sections, a diverse range of premium products sourced from reputable suppliers to ensure top-notch quality, and well-trained personnel equipped with expert pickleball knowledge to provide excellent customer service.

Success will be measured by the successful launch of the pickleball sections, positive customer feedback, increased sales revenue, and recognition of Play Hard as a leading destination for pickleball enthusiasts.

STAKEHOLDERS

STAKEHOLDER TITLE	STAKEHOLDER NAME	RESPONSIBILITY
Project Sponsor	Amir	Oversees project sponsorship.
Subject Matter Expert (SME)	Mark	Leads store layout and operations.
Financial Analyst	Max	Develops budget and financial plans.
Marketing Specialist	Emma	Drives awareness and marketing.
Project Manager	Sarah	Leads and manages the project.

ASSUMPTIONS

- Pickleball will continue to grow in popularity.
- Reliable suppliers for premium products will be secured.
- Adequate funding for store modifications, products, and marketing will be provided.
- Trained staff will effectively support customer needs.

SUMMARY OF RISKS

- Competitors introducing similar offerings.
- Supply chain disruptions delaying product availability.
- Logistical challenges during store modifications.
- Slower-than-expected customer adoption.

BUDGET

The estimated cost for the project is \$500,000, covering store modifications, product procurement, and marketing efforts. Amir, the Project Sponsor, will oversee and approve all expenses.

MILESTONES

- **Month 1:** Project Initiation and Planning,
- **Month 2:** Store Layout and Design,
- **Month 3:** Product Sourcing and Vendor Collaboration,
- **Month 4:** Staff Training and Marketing Preparations,
- **Month 5:** Store Section Setup and Promotion,
- **Month 6:** Grand Opening and Project Review.

PROJECT TEAM

ROLE	NAME	RESPONSIBILITY
Project Manager	Sarah	Leads and manages the project.
Financial Analyst	Max	Develops budget and financial plans.
Marketing Specialist	Emma	Drives awareness and marketing.
Store Operations Manager	Mark	Leads store layout and operations.
Regional Vice President	Amir	Project sponsor.

SIGNATURES - *Signature implies approval*

PROJECT MEMBER ROLE	PROJECT MEMBER NAME	SIGNATURE
Sponsor/Client	Amir	
Project Manager	Sarah	
Subject Matter Expert	Mark	

PLAY HARD PICKLEBALL PROJECT

SCOPE STATEMENT

PROJECT SPONSOR/CLIENT
Amir, Regional Vice President

PROJECT MANAGER
Sarah, Head of Development

12/26/2024

Project Name

The Play Hard Pickleball Project

PROJECT NAME & DESCRIPTION

The **Play Hard Pickleball Project** will create dedicated pickleball sections in all Play Hard stores, offering a wide range of premium products and fostering a vibrant community of players. The project will include store layout modifications, sourcing top-quality pickleball equipment, training staff, and launching targeted marketing campaigns to promote the new sections.

INTRODUCTION / BACKGROUND TO PROJECT

Pickleball's popularity has surged, creating an opportunity for Play Hard to become a go-to destination for pickleball enthusiasts. By offering a comprehensive range of premium equipment and expert customer service, the project aligns with Play Hard's goal to diversify its offerings and enhance its reputation. This initiative builds on market research identifying the unmet needs of the growing pickleball community.

PROJECT OBJECTIVES

- Establish dedicated pickleball sections in all Play Hard stores within six months.
- Achieve a 15% increase in overall sales revenue within the first year.
- Provide expert guidance to customers by training 90% of staff on products and knowledge.
- Drive awareness and engagement through strategic marketing campaigns, measured by a 20% increase in customer inquiries.

DELIVERABLES

- Establish dedicated pickleball sections in all Play Hard stores within six months.
- Achieve a 15% increase in overall sales revenue within the first year.
- Provide expert guidance to customers by training 90% of staff on pickleball products and knowledge.
- Drive awareness and engagement through strategic marketing campaigns, measured by a 20% increase in customer inquiries.

IN SCOPE

- Store layout changes to accommodate pickleball sections.
- Procurement and stocking of premium pickleball equipment.
- Staff training on pickleball knowledge and customer engagement.
- Marketing efforts to drive traffic and awareness.

OUT OF SCOPE (EXCLUSIONS)

- Extensive structural renovations to store buildings.
- Offering pickleball lessons or coaching sessions as part of this phase.

ASSUMPTIONS

- Pickleball's popularity will continue to grow.
- Adequate funding and resources will be available.
- Suppliers will meet quality and delivery standards.
- Customers will respond positively to the new pickleball sections.

CONSTRAINTS

- The project must be completed within six months.
- The budget is \$500,000, covering store modifications, product procurement, and marketing.
- Resource availability, including staff and suppliers, may limit flexibility.

KEY STAKEHOLDERS

- **Amir (Sponsor):** Provides funding and oversight.
- **Sarah (Project Manager):** Oversees project execution.
- **Emma (Marketing Specialist):** Develops and executes marketing campaigns.
- **Mark (Operations Manager):** Leads store layout modifications and operational readiness.

PROJECT TEAM

- **Sarah (Project Manager):** As the project manager, Sarah would lead the initiative, overseeing all aspects of its execution and ensuring adherence to the project timeline.
- **Max (Financial Analyst):** Max would be responsible for developing the project budget and financial data, ensuring the initiative's profitability and financial viability.
- **Emma (Marketing Specialist):** Emma's role would involve creating and executing marketing campaigns to drive awareness and engagement with the new pickleball section.
- **Mark (Store Operations Manager):** Mark would be responsible for coordinating store layout modifications and ensuring smooth day-to-day operations of the pickle ball section.
- **Amir (Regional Vice President):** Amir would be the sponsor of the project.

PLAY HARD PICKLEBALL PROJECT

WORK BREAKDOWN STRUCTURE

PROJECT SPONSOR

Amir, Regional Vice President

PROJECT MANAGER

Sarah, Head of Development

12/26/2024

Work Breakdown Structure

WBS Code /ID				Component Name	Brief Description
Task	MS	ST	SST		
1.0				Task	Store Layout & Design
		1.1.1		Subtask (ST)	Assess Available Store Space for Pickleball Section
		1.1.2		Subtask (ST)	Develop Store Layout Plan for Pickleball Section
		1.1.3		Subtask (ST)	Collaborate with Store Design Team for Modifications and Sign-offs
2.0				Task	Product Sourcing and Vendor Collaboration
		2.1.1		Subtask (ST)	Identify Reliable Suppliers for Equipment (Paddles, Balls, Nets, Apparel, Footwear)
		2.1.2		Subtask (ST)	Negotiate Contracts and Establish Supplier Agreements
		2.1.3		Subtask (ST)	Order Initial Inventory and Ensure Timely Delivery
	2.2			Milestone (MS)	Store Section Setup and Promotion
3.0				Task	Staff Training
		3.1.1		Subtask (ST)	Train Store Personnel on Pickleball Products
		3.1.2		Subtask (ST)	Train Store Personnel on Pickleball Rules
		3.1.3		Subtask (ST)	Train Store Personnel on further Customer Engagement
	3.2			Milestone (MS)	Grand Opening and Project Review

This is what I could come up with based on the WBS story provided.