**Project Charter**

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| Project Title: Nature’s Fresh Mart  Project Manager: Rohit Raj Pandey  Sponsor: The British College  Customer: Locals of Cleckhuddersfax |

Version Control

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| Version | Date | Summary of changes |
| 1 | 02/05/2021 | Initial Project Plan |
| 2 | 7/8/2021 | Reviewed only |

Project Justification

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| A group of small independently owned local businesses located at a popular suburb of Cleckhuddersfax have decided to band together and create an e-commerce platform in response to national chains setting up convenience stores in their area.This platform helps the traders sell their fresh goods without having to compete with the opening hours without losing out on family life.  Locals who could not shop during normal opening hours can now buy locally sourced fresh high quality foods which are usually unavailable in larger supermarkets but the demand for such products are increasing.In this way, initially, the traders hope to increase their revenue, recognition and reach a larger market.  The local business owners of the suburbs of Cleckhuddersfax came to a conclusion that in order to counter the national chains opening convenience stores in their local areas they would have to shift their operations online, more specifically an e-commerce site which will host their products. The online e-commerce store is going to hold products of only five vendors as an initial pilot project but can support upto ten vendors and each one of them will have their specific product lines unique to them.  To compete with the opening hours of bigger convenience stores in the area without missing out on precious family time is the main reason why the traders are willing to invest in an e-commerce site. This also means that there is an opportunity for the traders to widen their markets out of their local suburbs to other areas which inturn increases their revenue and recognition as a trustworthy fresh food online marketplace. The site will also boasts a trader interface which allows the traders to manage their products and other relevant information by themselves.In order to maintain a secure environment ,the traders have their own login information that they will use to maintain their stock of goods and also other sensitive information such as reports, charts and the overall financial overview of the store. Traders can login to the database on a daily basis to look up on reports, on orders and stock levels and so on and also determine their future plans. From the dashboard, the traders can view their daily, weekly or monthly reports.  The thriving local shops in the area even in the presence of supermarkets within a few minutes drive tells us that the local people are more willing to buy goods produced locally from the small shops rather than drive to the supermarket. This also means that this e-commerce site is also going to make the lives of the local people, who are usually working during the opening hours of the shops,easier by enabling them to buy the locally produced fresh goods with a few clicks. Customers are saved from the hassle of actually going to the physical stores. The e-commerce site will boast a user interface that captures the local heritage of the particular area. The users will be able to sort products according to the shops or the type of product but the users first need to be registered in order to buy anything from the store so that they can be members of this e-commerce site. On top of being easy to navigate, the site can also be accessed in phones and tabs because of its responsive design. It is a super convenient way of doing your grocery shopping from the comfort of your home , however you(the customer) will have to order a day before in advance to receive your goods the following day, in addition the customers can choose time slots for when they would like their goods to be delivered to the nearest shop. Initially, you can only use PayPal to pay for your items but Stripe may also be used in the future as the traders have shown interest in it.  In a nutshell, the whole point of creating an online e-commerce site is to enable small independently owned local businesses a platform where they can aggregate and sell their products which is convenient for them and also the people buying their products. In a place where local shops are thriving even in the presence of supermarkets nearby indicates a demand for locally produced fresh goods and this platform provides the perfect way to bridge the gap between supply and demand which ends up making the lives of everyone involved much easier. |

Project Scope

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| **SMART Goals:**   * To bring different product lines together for the ease of customers as well as traders. * To develop a decent e-commerce platform service for developing a relation between customers and traders. * This project targets both the customer’s satisfaction as well as trader’s benefit. * This project targets to increase the customer base by 60% till the end of second quarter. * User-friendly, easily accessible and a flexible website built prioritizing both traders and customers needs. * Availability of feedback and report regarding goods quality and product safety. * Initially, Transaction payments for orders should be done through PayPal by customers. * Since, Stripe is being suggested for exploring it might come in use ahead. * Working progress will be presented in the 6th week from the starting date. |
| **Customer Interface:**   * Initially, the project includes 5 traders which might expand later based on the customer demands. * Navigation to products is done through shops or product type based on the user's requirement. * Resulting site will be responsive on popular browsers as well as mobile devices. * Availability of Cart feature to hold and manage orders and payment made by the customer. * Registration system for new users while login if already a member. * PayPal will initially be prefered as a payment scheme. * Users will be offered 3 collection slots for delivery i.e. Delivery slot selection.   **Trader Interface:**   * Traders are flexible to add, delete, update, and manage products via web interface. (CRUD) * Regular order reports are produced for traders to review. (Must be logged in). * Accounts are secured and sensitive information is encapsulated to maintain privacy.   **Management Interface:**   * Dashboard is available that includes daily and periodic reports to traders. * Weekly finance reports will be available on delivered goods. * Traders can access monthly report on product sales in different ways: alphabetically or by total number of orders per product or by total income per product |

Duration

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| Start Date: 2nd May 2021  Completion Date: 25th June 2021  Work in Progress: 7th June 2021  Final Presentation: 2nd July 2021  Team Portfolio: 12th July 2021 |

Estimated Budget

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| N/A  **Working Hours:**  Rajesh Basnet: Working Day: 5 : Working Hour (4 \* 5 = 20 hr / week )  Saugat Thapa: Working Day: 5 : Woking Hour (4 \* 5 = 20 hr / week )  Gaurav Bhansali: Working Day: 5 : Working Hour (4 \* 5 = 20 hr / week )  Aakash Das: Working Day: 5 : Working Hour ( 3 \* 5 = 15 hr / week )  Harsh Kumar Gupta: Working Day: 5 : Working Hour ( 4 \* 5 = 20 hr / week ) |

Roles and Responsibilities

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| Name | Role |
| Saugat Thapa | Primary Role ( Co-ordinator ), Secondary Role ( Plant ), Least Likely Goal ( Shaper ) |
| Gaurav Bhansali | Primary Role ( Shaper ), Secondary Role ( Teamworker ), Least Likely Goal ( Plant ) |
| Aakash Das | Primary Role ( Resource Investigator ), Secondary Role ( Teamworker ), Least Likely Goal ( Implementer ) |
| Harsh Kumar Gupta | Primary Role ( Teamworker ), Secondary Role ( Monitor Evaluator ), Least Likely Goal ( Complete Finisher ) |
| Rajesh Basnet | Primary Role ( Specialist ), Secondary Role ( Complete Finisher ), Least Likely Goal ( Resource Investigator ) |