**Project Charter**

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| Project Title: Home Essential Emporium- The Household Retail Store | |
| Project Scope: | The scope of the Home Essential Emporium website is developing and launching a user-friendly e-commerce platform focused on household retail. The app should allow customers to browse, search, and purchase various household essentials such as kitchenware, home decor, cleaning supplies, and more.  The website should satisfy the following:   * Market Demand * Convenience to use * Global Reach * Product Diversity * Specialization * Customer Engagement * E-commerce Trends * Data Analytics * Sustainability and Ethics |
| Project Objective: | Establish and operate Home Essential Emporium, an online household retail store, offering a diverse range of high-quality products for homes. Our aim is to provide customers with convenience, affordability, and satisfaction through a user-friendly e-commerce platform;your one stop for all home needs! |
| Requirements: | Domain Name:   * Search for a domain name that reflects the brand.   Website Hosting   * Host the website in the bought domain name in a reliable web hosting platform.   Product Catalog   * Create a comprehensive product catalog with detailed descriptions, high-quality images, and pricing information for each item, label them and store them in the database.   Shopping Cart and Checkout   * Implement a secure shopping cart system and implement the secure payment gateway.   Shipping and Delivery   * Determine shipping methods/ delivery partners, rates, and delivery options for customers. Integrate order tracking functionality into the website.   Security Measures   * Implement security measures in handling sensitive information of customers and transactions. Keep the website secure of attacks.   Content Management   * Create engaging content such as blog posts, product guides, and customer reviews   Customer Support   * Provide multiple channels for customer support.   Marketing and Promotion   * Link marketing channels like social media/ blog posts in the ecommerce website.   Analytics and Reporting   * Implement website analytics tools like Google Analytics/ Firebase analytics/ Amazon analytics etc. in the website. |
| Starting- Ending Dates: | 2/14/2024 - 04/27/2024 |
| Total Project Funding: | $200,000 |
| Stakeholders: | Project Manager  Customer Vendors Project Owner  Developers  Testers |
| Milestones: | Milestone 1: (02/14/2024 - 03/10/2024)   * User Requirement Gathering * UI/ UX * Frontend   Milestone 2: (03/11/2024 - 04/10/2024)   * Backend * Core Testing * Integration   Milestone 3: (04/11/2024 - 04/25/2024)   * Payment Gateway * Bug Fixes * Deployment |
| Budget Allocation per milestones: | Milestone 1: $60,000  Milestone 2: $100,000  Milestone 3: $40,000 |
| Risks and Constraints: | - Inventory risks : Overstocking or running out of popular items.  - Space constraints : Limiting the display of products in Home Essentials Emporium.  - Technical issues : handling website crashes, slow loading times, or payment processing errors. |
| Team Members (Roles and Responsibilities): | Project Manager:   * Revanth Appasani   Scrum Master:   * GopiChand Karanam   Developers (Frontend):   * Haritha Kolusu * Akash Gadiparthi   Developers (Backend):   * Nikhila Mateti * Saroj Paudel * Prem Rakesh Alasakani   Quality Assurance:   * Amulya Boggavarapu |
| Project Exit Criteria: | The parties will exit the project in the following criteria:   * The project is marked completed. * The contract is violated. |
| Signature and Approval: | Revanth Appasani Approval Date:  RA 02/14/2024 |