PROJECT CHARTER

1.0 PROJECT IDENTIFICATION	
Name	Optimizing Supply Chain Efficiency for Sustainable E-commerce Delivery
Sponsor	Excelerate
Project Manager	Muhammad Waleed Aziz
Project Team Members	Sakshi Tapkir , Asif Ali
Date	4-Dec-2023

2.0 BUSINESS CASE

Funding for the project, "Optimising Supply Chain Efficiency for Sustainable E-commerce Delivery," is justified by the numerous advantages it provides to the business and its stakeholders.

Cost Reduction: By streamlining procedures, enhancing inventory control, and optimizing resource use, supply chain optimisations lower operating costs.

Enhanced Customer Satisfaction: Accurate and timely deliveries are made possible by effective supply chain management, which raises customer satisfaction and loyalty.

Competitive Advantage: By facilitating a quicker response to market demands, maintaining an advantage over rivals, and adjusting to shifting industry trends, a streamlined supply chain gives an organization a competitive edge.

Sustainability and Corporate Responsibility: By lowering the environmental impact of e-commerce deliveries, the project complies with sustainability objectives. As a result, the company's corporate social responsibility (CSR) reputation rises, attracting investors and customers who care about the environment.

Stakeholder Value: Improved market competitiveness, sustainable practices, and increased operational efficiency benefit investors and shareholders and may result in possible financial gains and increased shareholder value.

Effect on the Environment: In the current global setting, e-commerce delivery must prioritize sustainability. The project can help reduce carbon footprints, minimize packaging waste, and implement eco-friendly transportation techniques by optimizing the supply chain. This is in line with the increasing demands of consumers and society for environmentally friendly corporate practices

Funding this initiative will benefit the organization and its stakeholders in a concrete way by addressing operational inefficiencies and advancing larger corporate goals linked to sustainability, customer satisfaction, and long-term competitiveness.

3.0 EXECUTIVE SUMMARY

*The project, **"Optimising Supply Chain Efficiency for Sustainable E-commerce Delivery,"** is expected to have a positive impact on stakeholders and the business. Through streamlined procedures, decreased waste, and better resource utilization, the organization can gain cost savings by improving supply chain efficiency. Raising profitability and shareholder value is a direct result of this. well addition, the emphasis on environmentally friendly e-commerce delivery fits well with consumers' increasing preferences for such activities, which improves the business's standing and competitiveness in the market. Contributing money to this project guarantees a calculated risk that enhances operations and keeps pace with industry developments, resulting in long-term prosperity and stakeholder contentment.*

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4.0 PROJECT SCOPE

(Refer to [In scope vs. out of scope](#))

1. **In-Scope**
- *In order to optimize operations, our team will conduct a comprehensive study of the current supply chain procedures, pinpoint important areas for development, and put into practice long-term plans. Deliverables will include a comprehensive plan for supply chain optimisation that integrates eco-friendly practices, operational improvements, and technological advancements. The project's ultimate objective is to support the concepts of efficiency and environmental responsibility by helping to create an e-commerce delivery system that is more ecologically responsible and sustainable.*

2. **Out of Scope**
- *Any features beyond the scope of optimizing supply chain efficiency for sustainable e-commerce delivery will not be implemented by the project team. Any additional services needed during or after project deliverables are finished, as well as any consultations outside of the agreed-upon scope, will not be covered. Moreover, the initiative excludes the creation or provision of associated services or goods. The goal of improving supply chain efficiency within the designated framework for sustainable e-commerce delivery is still the major focus.*

5.0 MILESTONE DATES

Milestone	Details	Due Date
(Brief regarding any significant portion of the project)	*(Mention any constraints, opportunities, risks, etc. relevant to the milestone)*	*(Deadline by which milestone should be achieved)*
Data Collection and Analysis	Collect data on customer demographic, orders Delivery routes and environmental impact factors. Analyze data to identify inefficiencies and optimization opportunities. Develop a comprehensive understanding of the E-commerce delivery ecosystem and its environmental footprint.	12-Dec-2023
Pilot Implementation and Evaluation	Implement the model with a pilot group of E-commerce businesses. Monitor Operational performance and environmental impact throughout the pilot period.	12-Dec-2023

Model Development and Optimization	Develop a data driven model to predict Optimal delivery routes Consider various factors. Factors includes distance, traffic pattern, delivery time constraints and environmental impact.	19-Dec-2023

6.0 PROJECT RISKS		
Severity	**Likelihood**	**Description**
Impact to project - Low/Medium/High	*Chance of risk actually happening - high/medium/low*	*(Cause and Mitigation Plan brief - Reference Link)*
WEEK 1		
1. DATA QUALITY AND AVAILABILITY:		
Low	*Medium*	THE ACCURACY AND COMPLETENESS OF DATA USED FOR MODEL DEVELOPMENT AND OPTIMIZATION ARE CRUCIAL FOR SUCCESS
2. Model performance:		
Medium	*Medium*	The effectiveness of the model in predicting optimal routes and reducing environmental impact remains to be demonstrated.
3. Technology integration		
High	*Low*	Integrating the model with existing logistics management software may present technical challenges.
4. Stakeholder buy-in:		
Medium	*Medium*	E-commerce businesses and logistics companies may be hesitant to adopt new technology or change their existing delivery practices.
5. External factors:		
Medium	*Low*	Unforeseen factors such as changes in regulations, fuel prices, or consumer behavior can impact project
WEEK 2		
6. Lower than expected user engagement:		
Medium	*Medium*	Monitor KPIs closely, analyze user feedback, and adapt marketing strategies to attract and retain users.
7. Technical issues with platform launch:		
High	*Medium*	Thoroughly test functionality before launch, have contingency plans for potential problems, and communicate any issues transparently.
8. Ineffective marketing campaigns:		
High	*Medium*	Continuously monitor campaign performance, A/B test different approaches, and refine messaging based on data and feedback.
9. Competition from similar platforms:		
Medium	*Low*	Highlight unique value propositions, build strong partnerships, and focus on a differentiated user experience.
10. Insufficient data quality for effective user targeting and campaign optimization:		

Medium	Low	Partner with reliable data providers and ensure data accuracy and relevance.
		Implement data cleaning and validation processes.
		Monitor data quality indicators and address any inconsistencies promptly.

11. Negative perception of the platform due to privacy concerns or data security breaches.		
Medium	*Low*	Clearly communicate data privacy policies and user rights.
		Implement robust security measures and conduct regular audits.
		Be transparent and responsive in case of any data breaches.

12. Difficulty onboarding and retaining volunteers, requiring additional resources and support.		
Medium	*Low*	Develop user-friendly onboarding materials and tutorials.
		Provide ongoing support and resources for volunteers through forums, FAQs, and live chat.
		Offer incentives and recognition programs to increase engagement and retention.

13. Technical challenges with platform scalability as user base grows.		
Medium	*Low*	Conduct stress testing and performance optimization before launch.
		Have a scalable cloud infrastructure in place to accommodate growing traffic.
		Monitor platform performance continuously and address any bottlenecks proactively.

14. Unexpected changes in the social impact landscape affecting platform relevance.		
Low	*Low*	Maintain close relationships with social impact organizations to understand evolving needs and priorities.
		Be agile and adaptable to adjust platform features and functionalities as needed.
		Actively engage with stakeholders and gather feedback to ensure continued relevance.

6.1 Constraints:
Project budget and resources: Limited funding and personnel may restrict the scope of the project and the timeframe for completion.
Data privacy and security: Ensure compliance with data privacy regulations and protect sensitive customer information.
Limited pilot implementation: The initial rollout with a pilot group may not provide sufficient data for comprehensive evaluation.
Scalability and adaptability: Adapting the model to different business models and geographical regions may require further development.
Competition: Existing solutions for e-commerce delivery optimization may pose competition.

6.2 Assumptions:
E-commerce businesses and logistics companies are willing to invest in sustainable delivery practices.

Customers are willing to accept longer delivery times for environmentally friendly options.
Data from various sources is readily available and compatible for integration.
The model can be integrated seamlessly with existing logistics management software.
The project will receive sufficient support from stakeholders to ensure its success.

6.3 Mitigation Strategies:
Implement data quality checks and cleansing procedures.
Conduct rigorous testing and validation of the model before implementation.
Develop a comprehensive integration plan and collaborate with software vendors.
Secure stakeholder buy-in through early engagement and demonstration of potential benefits.
Monitor external factors and adjust the project plan as needed.
Develop a budget and resource plan that ensures efficient project execution.
Implement data security measures and comply with relevant regulations.
Design a scalable model that can be adapted to different business needs.
Continuously monitor and improve the model based on data and feedback.
Conduct market research and develop a competitive strategy.

7.0 CRITICAL SUCCESS CRITERIA
Before the project is closed, certain requirements must be satisfied in order for the "Optimising Supply Chain Efficiency for Sustainable E-commerce Delivery" project to be successful. First and foremost, the project team needs to demonstrate a quantifiable increase in supply chain efficiency, which shows up as shorter delivery times and lower costs. It is important to properly integrate sustainable practices, such as using eco-friendly packaging and transportation choices. Metrics measuring customer happiness, such as comments on prompt and ecologically friendly deliveries, must show progress. Key performance indicators for order fulfillment and inventory management should also reach or surpass predetermined goals. The project won't be considered successful unless these requirements are met, guaranteeing a sustainable and efficient e-commerce delivery system.

8.0 SIGNOFF
Project Sponsor: *(Sponsor company - Excelerate)*   *Team lead: Sakshi Tapkir.*   *Project manager: Waleed Aziz*   *project lead : Asif Ali*   Date: 04-Dec-2023