

Project Charter: **Celestial Gems Online Sales and POS Integration**

Background

Celestial Gems is a small, local artist co-op that currently sells handmade jewelry and art only in person or by word of mouth. This limits their visibility, customer reach, and growth potential. The business recognizes the need to modernize its operations by moving into the e-commerce space and digitizing their sales and inventory systems.

Goals

- Launch an online store featuring at least 25 products by Month 3
- Install and integrate a POS system that syncs with inventory by Month 4
- Provide staff training on digital systems by Month 5
- Officially launch the site and POS with full functionality by Month 6
- Achieve 95%+ inventory synchronization between online and in-gallery systems within 30 days of launch

Scope

This project will deliver a fully functional e-commerce website and an integrated POS system. Work will include:

- Design and development of an online store
- POS system setup and integration
- Inventory digitization
- Staff training and training documentation
- Basic SEO and email marketing setup

Out of Scope

- Mobile app development
- Physical studio renovations
- Long-term marketing campaign execution

Key Stakeholders

Client	Olivia Hartman
Sponsor	Olivia Hartman
Project manager	Michael Massey
Project team members	Olwethu Cele Gabriel Cherry Malehzja Curtis Don Dao Stacia Frank Andon Harbeson Jordan Mullane Jacob Tedder Caleb Willis

Project Milestones

- **Month 1:** Requirements gathering, initial client meetings, solution research
- **Months 2–3:** Website prototype development and product uploads
- **Month 4:** Payment system and inventory organization
- **Month 5:** System testing, documentation, and training
- **Month 6:** Final QA and system launch

Project Budget

- **Total Budget Cap:** \$5,000
- **Non-Recurring Costs:** Website design, POS system purchase
- **Monthly Recurring Costs:** Hosting, SEO tools, and email services

Constraints, Assumptions, Risks and Dependencies

Constraints	<ul style="list-style-type: none"> • Limited to one Mac computer
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	<ul style="list-style-type: none"> • Small volunteer staff • Budget limit of \$5,000 • Must align with fall sales season
Assumptions	<ul style="list-style-type: none"> • Artists will provide product information on time • Training attendance from key artists is achievable • The co-op has basic tech infrastructure (Wi-Fi, Mac) • POS and online platforms will be compatible
Risks and Dependencies	<ul style="list-style-type: none"> • Artist resistance to using new systems • Equipment or service delivery delays • Limited staffing affecting testing and training • Low initial online traction • Future changes in technology may affect system value

Approval Signatures

Olivia Hartman, Project
Client

Olivia Hartman, Project
Sponsor

Michael Massey, Project
Manager