Final Project Proposal

Celestial Gems Web Presence & POS System Upgrade

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Course: Project Management & Planning

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1. Summary

Celestial Gems is a small artist-run jewelry co-op based in Longmont, Colorado. The purpose of this proposal is to recommend and implement digital tools that will help the organization modernize its sales process and expand its customer reach.

This proposal outlines the plan to launch a mobile-friendly e-commerce website and implement a fully integrated Point-of-Sale (POS) system to connect online and in-person sales. These improvements will help streamline inventory tracking, increase online visibility, and provide staff with training to manage the new systems effectively.

The type of support requested includes approval of the implementation plan and a project budget of **$4,500**. This funding will cover POS hardware/software, website setup, training materials, and a small contingency buffer. The expected result is a fully functional, easy-to-use digital sales system that helps the co-op increase efficiency and revenue while staying aligned with its community-focused mission.

2. Introduction

Celestial Gems was founded to support local artists by giving them a space to showcase and sell their handmade jewelry and beadwork. The organization runs as a co-op, meaning all members contribute to its operations and share in the success of its sales.

The mission of Celestial Gems is to promote artistic expression, community involvement, and sustainable small business practices. The co-op supports dozens of local creators and relies heavily on in-person traffic through its Longmont gallery.

Currently, the organization lacks modern technology to support its growth. There is no online shopping option, inventory is tracked manually, and staff have limited digital tools to manage orders. This proposal aims to provide a scalable digital foundation while keeping the co-op's community values at the core.

3.   Needs/Problems

These issues have existed for several years and have limited the organization's growth. Previous attempts at online promotion (such as social media) have had minimal impact due to the lack of a sales platform.

Without digital upgrades, the co-op risks falling behind competitors and missing revenue opportunities, especially from out-of-town buyers and younger consumers who prefer online shopping.

- No e-commerce platform to reach online customers
- Manual, error-prone inventory tracking
- Only one computer (iMac) to support daily operations
- Limited staff/volunteer capacity to manage tasks

4. Goals/Objectives

1. Develop and launch a fully functional e-commerce website by August 1, 2025
2. Integrate a POS system to sync online and in-gallery sales with 95%+ inventory accuracy
3. Train all staff and artists in using the new systems by the project end
4. Increase online visibility and achieve at least a 30% rise in online sales within 6 months

5. Procedures/Scope of Work

In Scope:

- E-commerce website setup

- POS system implementation

- Inventory digitization and syncing

- SEO and email marketing tools

- Training sessions and user documentation

Out of Scope:

- Mobile app development

- Renovations to physical gallery space

- Ongoing long-term marketing management

Activities:

- Research and select vendors (Shopify/Square)

- Upload product data and photos

- Design user-friendly website layout

- Train artists and staff on both platforms

- Launch and monitor performance

6. Project Phases and Deliverables

Provided below is each phase includes internal check-ins, approvals, and status reports to track progress and address issues as they arise.

	Description of Work	Start and End Dates
Phase One	Needs assessment & platform selection	June 1-14, 2025
Phase Two	Website and POS Setup, inventory upload	June 15- July 1, 2025
Phase Three	Testing, Training, bug fixes	July 2 – July 25, 2025
Launch	Public rollout of new systems	August 1, 2025

7. Budget

This budget is capped at $5,000 and aligns with the organization's financial constraints. It includes both one-time and limited recurring costs.

Description of Work	Estimated Cost
POS Hardware/software	$ 2,000
Website Platform setup, domain, and design customization	$ 1,500
Staff and artist training sessions with materials	$ 500
Contingency fund for unexpected costs	$ 500
Total:	$ 4,500.00

8. Key Personnel

Olivia Hartman	Client/Project Sponsor
Michael Massey	Project Manager
Stacia Frank	Gallery content upload and artist outreach
Olwethu Cele	System testing and artist liaison
Gabriel Cherry	Training materials and platform evolution
Malehzja Curtis	POS documentation and quality assurance
Don Dao	Website Layout feedback and marketing coordination
Jordan Mullane	SEO strategy and analytics integration
Jacob Tedder	Inventory set up and POS Configuration
Caleb Williams	E-commerce support and launch preparation

9. Evaluation

Evaluation will be ongoing and will include:

- Inventory sync rate tracked weekly (goal: 95%+ accuracy)

- Staff and artist surveys after training

- Monthly review of online traffic and sales data

- Team debrief at launch + 30-day follow-up

Evaluations will be managed by the project manager with support from assigned team members.

10. Endorsements

Endorsements and letters of support are available from:

- Longmont Arts Association

- Local artisan contributors

- Community business partners

11. Next Steps

1. Review and approve this project proposal

2. Begin vendor negotiations and account setup

3. Launch implementation Phase 1 immediately upon approval

12. Appendix

Provide supporting material for your proposal here. It may be:

Attached:

- Project Charter

- Sample product list and pricing

- Platform comparison table (Shopify vs Square)

- Tech Tool Briefing

13. References

1. **Casual.pm.** (n.d.). *Simple Project Charter Template*. Retrieved from https://www.casual.pm

   Used to structure the Celestial Gems Project Charter.

2. **Generic Project Proposal Template.** (n.d.). Provided in class materials.

   Used to format the Final Project Proposal layout and required sections.

3. **LinkedIn Learning.** (2025). *Writing Proposals – Sections 1, 2, and 5*.

   Used for guidance on how to structure proposal sections such as summary, goals, and deliverables.

[Name], Project Client	[Name], Project Sponsor	[Name], Project Manager
Date: _____	Date: _____	Date: _____