Project Charter Potential Solution

Charter Item	Comments
Project Name	ABC annual new investor dinner
Project Goal	Organize a dinner for 40 potential investors. The goal is to gain business for the ABC firm.
Project Value Proposition and Benefits	• Present ABC's investment portfolio to potential investors over a pleasant dinner • Increase overall customer base. Each potential investor brings an average of $12,000 in revenue annually • Continue to compete with similar businesses
Problem or Opportunity Statement	The investment market is highly competitive. This dinner allows ABC to meet with prospective investors before they solicit the services of a competitor.
Project Schedule	Planning Starts: 1st March 2023 Event Date: 30th June 2023
Project Manager	Sidney Morris
Approval Authority/Sponsor	Martha Wilson
Assumptions or Constraints	Assumptions: • All invitees will attend. • Approximately 70% of attendees will seek services from ABC • Restaurant can accommodate needs • IT and AV support are internally available Constraints: • Budget $14,000 • Abide by legal and regulatory guidelines • June 30th, 2023 has been set for the event • Restaurant must support attendee numbers and parking requirements
Proposed Solution(s)	• Plan the event • Execute the event • Perform follow up actions
Project Priorities	1. Schedule: Cannot deviate from the 30th of June 2023 2. Budget: $14,000 3. Scope: Semi-flexible. Create the best possible environment for the investors
Return on Investment (ROI)	Cost: $14,000 Revenue: 22 x $12,000 = $264,000
Risks (Potential)	• Attendees do not show up - Reduction in revenue opportunities • Restaurant issues - Investors not happy with the food or environment • Parking shortage - Customers arrive late and are frustrated • Cost overruns - Reduced Return on Investment (ROI)

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	• AV or IT issues - Presentation effectiveness reduced
Resources Required	• Core project team members • IT and AV support • Event speakers • Finance manager • Vendor manager • Contracting