



Project Plant Pals Operations & Training Plan February 15th

Document Status: **Draft** | In Review | Approved

Executive Summary:

“Our plan is to create a service that offers high-volume customers small, low-maintenance plants that can thrive in an office environment.”

Project Goal

SMART: Specific, Measurable, Attainable, Relevant, and Time-bound

- *“Increase revenue by 5% by the end of the year by rolling out a new service that provides office plants to top clients.”*

Deliverables

1. Deliver 100 plants to 10 customers
2. Reach 100 plant purchases
3. To increase by 5% the income of the website's customers.

Business Case / Background

Why are we doing this?

- This is a service very requested by our customers, where it improves customer satisfaction, and gives you a touch of perceptual improvement by having a plant next to you.

Benefits, Costs, and Budget

Benefits:

- Support new service leading to 5% revenue increase, reduce late shipments and related costs, increase customer satisfaction
- Additional benefits (optional):

Costs:

- Price of software, installation fees, time spent on hiring and training
- Additional cost areas (optional):

Budget needed:

- \$75,000

Scope and Exclusion

In-Scope:

- Customer service standards, delivery processes, training protocols
- Other in-scope items (optional):

Out-of-Scope:

- Product development, vendor contracts
- Other out-of-scope items (optional):

Project Team

Project Sponsor: Director of Operations

Project Lead: Project Manager (You!)

Project Team: Fulfillment Director, Quality Assurance Tester, Inventory Manager, Financial Analyst, Human Resources Specialist, Training Manager

Additional Stakeholders: VP of Customer Success, Account Manager, Receptionist, Sales Director, Sales Team, Marketing Director, Investors

Measuring Success

What is acceptable:

1. *"un aumento del 5% en la satisfacción del cliente (del 90% al 95%) tres meses después del lanzamiento"*
2. 10% growth in visits to the website