# Project Charter – Website Development Project

## Project Title

E-Commerce Website Development

## Project Purpose / Business Case

To expand the company's retail operations into online sales by creating a secure, user-friendly, and mobile-responsive e-commerce website. This project supports business growth, improves customer reach, and increases sales revenue.

## Objectives

• Deliver a fully functional e-commerce website within 12 weeks.
• Launch within the approved budget of $25,000.
• Ensure the website meets quality standards:
- Loads in under 3 seconds
- 99% uptime guarantee
- Fully mobile-responsive
• Provide training and handover for client staff to manage the system.

## Scope

In-Scope:
• Homepage, product catalog, shopping cart, checkout, payment gateway (credit card, PayPal)
• Customer account system (login, order history)
• Admin dashboard (inventory, orders, reports)
• Hosting setup, SSL certificate, basic security
• Mobile-responsive design

Out-of-Scope:
• AI recommendation system
• Logistics automation
• Native mobile app (planned for Phase 2)

## High-Level Timeline

• Initiation & Planning: 2 weeks
• Design: 2 weeks
• Development: 4 weeks
• Testing & QA: 2 weeks
• Deployment & Handover: 2 weeks

## Budget Summary

Total Budget: $25,000
• Development salaries – $15,000
• Design – $3,000

- Hosting & licenses – $2,000
- Plugins – $2,000
- Testing & maintenance – $3,000

## Key Stakeholders

- Project Sponsor: CEO of Retail Company
- Project Manager: [Your Name]
- Development Team: 2 Developers, 1 Designer, 1 Tester
- Vendors: Hosting provider, Payment gateway provider
- End Users: Retail company customers

## Risks (High-Level)

- Delays in payment gateway approval
- Scope creep from additional feature requests
- Potential cybersecurity threats
- Team turnover during development

## Success Criteria

- Project delivered on time and within budget
- All agreed scope items completed and tested
- Website meets performance & quality standards
- Client acceptance and positive user feedback