# Project Charter – ABC Furniture Advertisement Website Project

## Project Title

ABC Furniture – Advertisement Website Development

## Project Purpose / Business Case

ABC Furniture Pty Ltd currently operates only through physical retail stores with no official online presence. Customers search online before visiting stores, and competitors already have websites that increase their credibility and customer reach.

The purpose of this project is to design and launch a modern advertisement website to:

* Increase brand visibility.
* Showcase company products online (without e-commerce).
* Provide customers with store details, contact information, and social media links.

## Objectives

Develop and launch a responsive, user-friendly website within 3 months.

Display product catalog, company information, and store locations.

Provide contact forms and integrate social media links.

Achieve a 25% increase in customer inquiries within the first quarter after launch.

## Scope Summary

\*\*In Scope:\*\*

* Website design, development, and deployment.
* Company profile, product catalog (non-transactional), contact form, maps, and social media integration.
* Hosting and domain setup, SEO optimisation.

\*\*Out of Scope:\*\*

* Online shopping / e-commerce features.
* Advanced CRM or ERP system integration.
* Paid advertising or marketing campaigns.

## Deliverables

Live company website under official domain.

Mobile-friendly and responsive web design.

Product catalog with images and descriptions.

Contact form, store locations, and integrated maps.

Documentation and training for staff.

## Stakeholders

Sponsor: Managing Director, ABC Furniture

Project Manager: Marketing Manager

Development Team: External web design agency

Marketing Team: Provides branding assets, content, and product images

End Users: Customers and public website visitors

## Roles & Responsibilities

Sponsor: Approves funding and high-level decisions.

Project Manager: Manages schedule, budget, and vendors.

Web Design Agency: Provides design, development, testing, and deployment.

Marketing Team: Supplies content and branding consistency.

IT Support: Provides hosting setup and technical support.

## Timeline / Milestones (3 months)

Weeks 1–2: Requirements gathering and initial design.

Weeks 3–6: Website development.

Weeks 7–8: Content integration.

Weeks 8–10: Testing and review.

Weeks 11–12: Final deployment and go-live.

## Budget

Total: $20,000 AUD

* Website design & development: $15,000
* Hosting, domain, SSL: $2,000
* Testing & training: $1,500
* Contingency: $1,500

## Risks & Mitigation

Delay in content delivery → Mitigation: Set early deadlines.

Scope creep requests (e.g., e-commerce) → Mitigation: Require sponsor approval.

Website security issues → Mitigation: SSL, penetration testing.

Poor SEO visibility → Mitigation: SEO audit and adjustments.

## Success Criteria

Website launched on time and within budget.

Responsive design across devices.

Website ranks on first page of Google for 'ABC Furniture Adelaide' within 2 months.

Customer inquiries increase by 25% within 3 months post-launch.

## Approval

Sponsor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature / Date)

Project Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature / Date)