

PROJECT CHARTER

Project Name: Marketing/Sales & Business Processes Streamlining Project Sponsor: 'Client's Organization' Sponsor Representative: 'Client's Name' Document Prepared by: 'Consultant representative' – 'Firm Name' Version: 1 Date:	Executive Summary: 'Client's Organization', a recruitment-services provider, considers its business to have a high potential for success in the short-term and long-term. However, the promoters think the financial performance is not meeting expectations due to these factors: 1 Ineffective management of the marketing/sales team 2 Poor adoption of business processes in all functions 'Client's Organization' is engaging the 'Firm Name' as a Consultant to set this right.	Key Project Personnel of the Consultant: Mr. ABC, On-site Consultant at 'Location' Contacts: 9xxxxxxxxx, <abc@xyz.com> Mr. DEF, Off-site Consultant at 'Location' Contacts: 9xxxxxxxxx, <def@xyz.com>
Purpose of Project: 1 To develop a robust sales strategy, planning and monitoring mechanism for the client to consistently achieve revenue and net cash-flow targets; 2 To develop and implement a professional set of business processes for the client to simplify the management of the firm across functions in order to achieve its long-term goals. Business Objectives: 1 To significantly improve sales force performance for the Sponsor within 30 days 2 To develop a set of business processes to help the Sponsor manage the business effectively, within 30 days Project Scope and Boundaries: Work will be specific to the areas stated under 'Business Objectives' and for 'client name' operations in 'location'. Work that is not explicitly stated under 'Business Objectives' is outside the boundaries of this project and will be considered as "out of scope" or "project creep". Assumptions: 1 Improving the sales force performance and the Sponsor's team following business processes will significantly improve financial results. 2 The Sponsor's team will follow processes and instructions as developed and implemented by the Consultant. 3 The information sought by the Consultant will be available and provided in time. Constraints: Time of both the Sponsor and Consultant.	Project Deliverables: 1 A set of recommendations and processes to be implemented for the Sponsor 2 Implementation of the recommendations and processes with full cooperation and assistance of the Client Project Milestones: Operations study and analysis - 07 days Recommendation Report & Finalization - 03 days Implementation - 20 days Project completion - 30 days Project Budget: Rs.xxx/- plus Service Tax People Required to be Involved in the Project: 1 All relevant members of the 'client name' team 2 Promoters of 'client name' 3 One on-site consultant of 'Firm Name' at the Sponsor's office 4 One off-site consultant of 'Firm Name' at 'location'	Project Risks: 1 The Sponsor's team is unable or unwilling to provide the required information to the Consultant in a timely manner. 2 The Sponsor's team resists the implementation of the changes recommended. 3 There are other significant factors impacting the performance of the Sponsor's business that are outside the project scope. Communication Plan: 1 The on-site consultant shall document and share with the Sponsor and off-site consultant progress on every working day as a Daily Progress Report. 2 On the last working day of each week, the on-site consultant shall document and share the progress made so far in the project and the planned activities for the coming week. Signatures to the Project Charter: 'Sponsor representative' – 'Project Sponsor' 'Consultant representative' – 'Firm Name' Date: