PROJECT CHARTER

Project Name:	Executive Summary:	Key Project Personnel of the Consultant:
Marketing/Sales & Business Processes Streamlining	'Client's Organization', a recruitment-services provider,	
Project Sponsor: 'Client's Organization'	considers its business to have a high potential for success in	Mr. ABC, On-site Consultant at 'Location'
	the short-term and long-term. However, the promoters think	Contacts: 9xxxxxxxxx, <abc@xyz.com></abc@xyz.com>
Sponsor Representative: 'Client's Name'	the financial performance is not meeting expectations due to	
	these factors:	Mr. DEF, Off-site Consultant at 'Location'
Document Prepared by:	1 Ineffective management of the marketing/sales team	Contacts: 9xxxxxxxxx, < def@xyz.com>
'Consultant representative' – 'Firm Name'	2 Poor adoption of business processes in all functions	
Version: 1		
Date:	'Client's Organization' is engaging the 'Firm Name' as a	
	Consultant to set this right.	
Purpose of Project:	Project Deliverables:	Project Risks:
1 To develop a robust sales strategy, planning and monitoring	1 A set of recommendations and processes to be implemented	
mechanism for the client to consistently achieve revenue and	for the Sponsor	1 The Sponsor's team is unable or unwilling to provide the
net cash-flow targets;		required information to the Consultant in a timely manner.
2. To develop and implement a professional set of hypiness	2 Implementation of the recommendations and processes with	2 The Sponsor's team resists the implementation of the
2 To develop and implement a professional set of business	full cooperation and assistance of the Client	changes recommended.
processes for the client to simplify the management of the firm		3 There are other significant factors impacting the performance of the Sponsor's business that are outside the project scope.
across functions in order to achieve its long-term goals.	Project Milestones:	of the Sportsor's business that are outside the project scope.
Business Objectives:	Operations study and analysis - 07 days	Communication Plan:
1 To significantly improve sales force performance for the	Recommendation Report & Finalization - 03 days	1 The on-site consultant shall document and share with the
Sponsor within 30 days	Implementation - 20 days	Sponsor and off-site consultant progress on every working day
Sportsor within 66 days	Project completion - 30 days	as a Daily Progress Report.
2 To develop a set of business processes to help the Sponsor	Troject completion	as a Bany 1 Togress Report.
manage the business effectively, within 30 days		2 On the last working day of each week, the on-site consultant
manage are such toos encourery, mann or days	Project Budget:	shall document and share the progress made so far in the
Project Scope and Boundaries: Work will be specific to the	Rs.xxx/- plus Service Tax	project and the planned activities for the coming week.
areas stated under 'Business Objectives' and for 'client name'		9
operations in 'location'.		
	People Required to be Involved in the Project:	Signatures to the Project Charter:
Work that is not explicitly stated under 'Business Objectives' is	1 All relevant members of the 'client name' team	
outside the boundaries of this project and will be considered as	2 Promoters of 'client name'	
"out of scope" or "project creep".	3 One on-site consultant of 'Firm Name' at the Sponsor's office	
	4 One off-site consultant of 'Firm Name' at 'location'	
Assumptions:		
1 Improving the sales force performance and the Sponsor's		'Sponsor representative' – 'Project Sponsor'
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.		'Consultant representative' 'Firm Name'
Constraints:		'Consultant representative' – 'Firm Name'
Time of both the Sponsor and Consultant.		Date:
Time of both the oponsor and consultant.		Date.