

BA 320 Project Charter
Group #4

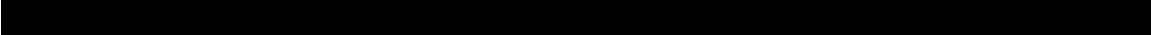
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Terra Realty

Project Charter

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Provide a project overview.

We created charts that were required for each segment of the document. We also collaborated with each other and our stakeholders in order to maintain a quality project that meets each requirement respectively.

This section contains information and documents that describe project scope.

2.1 GOALS

Listed below are the goals for this project.

Goals
Create effective Marketing plan for Terra realty
Creating a website thats allows your to see the amount of people who clicked the site and signed up
Making everyone see that the two companies are just one complete company
Create web design and new social media platforms for Terra realty
Complete project on time

Table 1. Goals

2.2 REQUIREMENTS

List the requirements that must be met in order for the project to be a success.

Requirements
Market that its one company to other companies/investors/and people
staying on budget
website
social media platform
marketing strategy
Logo
Supporting Marketing Materials

Table 2. Requirements

2.3 METRICS

Based on the Requirements of the project, identify metrics indicating the success of the project. Minimum metrics include the triple constraints; on-time, within budget and meeting the requirements. Note that these metrics are not all inclusive and many more options are available.

Metrics include the Product metrics and the Project Management metrics.

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2.4 ORGANIZATIONAL SCOPE

The people involved in this project were our group, Professor Keyes, and Terra Realty owners. Professor Keyes and Terra Real Estate provided the necessary resources for our group to initiate the project. Our group provided Terra Real Estate with a marketing plan, a sample website, and specific recommendations to expand Terra Real Estate.

2.5 PROJECT ROLES AND RESPONSIBILITIES

Roles:

Raul - Biweekly Report/milestone chart

Aashish - created website / logo

Hassan - Created Budget / Ms project

Hussein - Created Activity node and market management

2.6 EXTERNAL INTERFACES

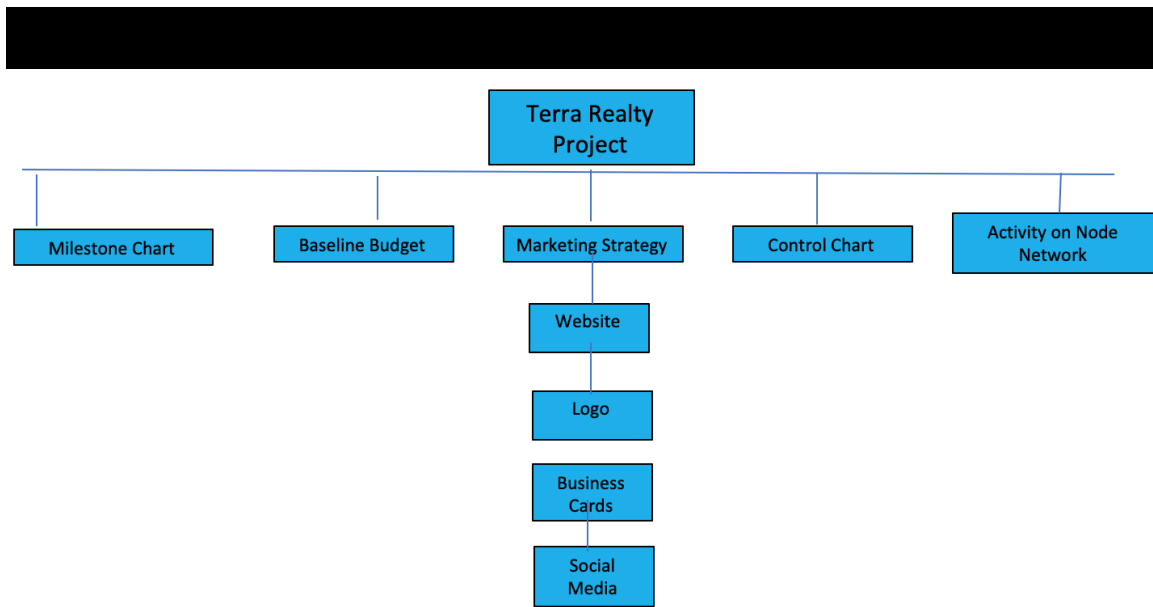
Some services we used are Canva for business cards and WhatsApp for communication. We also have used online material to provide the best resources for marketing. Microsoft was used as well to create the charts to keep track of our project.

2.7 STAKEHOLDER REGISTER

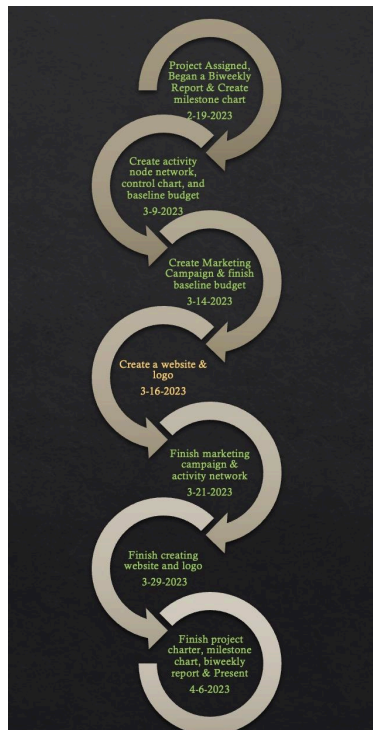
Create a Stakeholder Register to list the Key Stakeholders and measure their relevance.

Stakeholder Name	Category	Influence	Power Rank	Requirements	Role or Job Title
Mike	External	9	10	Establish what is needed for the project	Stakeholder /Management
Alex	External	9	10	Establish what is needed for the project	Stakeholder /Management
Professor. Keyes	Internal	10	9	Communicate the requirements and oversee progress	Supervisor
Our Group	Internal	8	6	Work as a team to complete the project	Project Team

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List all Milestones that are known at the beginning of the project. From this list, create a Milestone Chart. All updates should be kept in the Milestone Chart and copy a of the Milestone Chart should be provided below.



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Identify and keep updated project Issues and Risks.

Table 3. Issues

Issue	Open / Closed	Disposition (Outcome)
clients may not like our design	Open	Choose to not do business with us
Keep the website running	Open	Resources will be used on a consistent basis
Planning/design being to complicated/unattractive	Open	Customers will become confused and aggravated
Lack of Communication between group members	Open	Organization will be using Slack to communicate on a daily basis

Table 4. Risks

Risk	Open / Closed	Contingency and/or Mitigation Plan
Group members drop the class	Open	We will reevaluate our responsibility matrix and redistribute tasks.
Keep the website running	Open	Supply several different servers in the case of one failing
Traction	open	We will create a list of ideas from what we can choose to create a high response rate from our customers
Going over budget	open	cut costs

Include a copy of the Communication Plan.

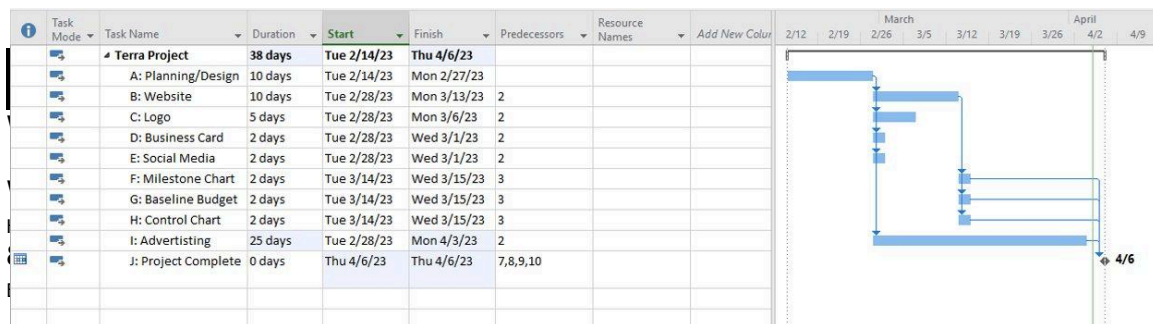
To make sure that all stakeholders are aware of the status of the project, its time frame, and its milestones, a communication plan for project management should be created. To guarantee that stakeholders are informed promptly and effectively, the communication plan should specify the channels, frequency, and substance of communication.

Communication Plan					
Communicaiton Item	Purpose	Frequency	Media	Audience	Originator

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Project Status update	General Status to group	Daily	Whatsapp	Group	Project Manager
Project Status update	General Status to group	Weekly	Zoom	Group	Project Manager
Project Status update	General Status to group and stackholder	2x Week	In class Meetings	Group and Stackholder	Project Manager

An updated copy of the plan should reside here. Include information about the activities that must take place to complete the requirements. The plan will be created using Microsoft Project.



STATUS REPORT

ACTIVITY	PLANNED START	PLANNED COMPLETION	% COMPLETE	R/Y/G	COMMENTS
CREATE MILESTONE CHART B	2/19/23	4/6/23	100%	G	GRADUALLY FILLING DAYS AS TIME CONTINUES
BIWEEKLY REPORT B	2/19/23	4/6/23	100%	G	GOT GOOD ADVICE ON

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					THINGS TO IMPROVE
CREATE PROJECT CHARTER	2/19/23	4/6/23	100%	G	CONSISTENTLY INSERT INFORMATION THROUGH THE PROJECT
CREATE BASELINE BUDGET B	3/9/23	3/14/23	100%	G	MAKE SURE WE STAY ON BUDGET
CREATE ACTIVITY ON NODE NETWORK B	3/9/23	3/17/23	100%	G	FINISH BY 3/17/2023
CREATE MARKETING CAMPAIGN B	3/14/23	4/6/23	100%	G	FOLLOW UP WITH BOGDEN THROUGHOUT THE PROJECT
CREATE A LOGO	3/16/23	3/18/23	100%	G	COLLABORATED TOGETHER TO CREATE A LOGO AS A GROUP
CREATE A WEBSITE	3/16/23	3/18/23	100%	G	COLLABORATED TOGETHER TO INFUSE IDEAS
START PRESENTATION CREATION	4/4/23	4/6/23	100%	G	WORK AS A TEAM TO INPUT DATA INTO PRESENTATION
PRESENT	4/6/23	4/6/23	100%	G	PRACTICED PRESENTATION