

# Project initiation

[Business](#), [Management](#)



Project Room Sized Plastic Containers Partner Departments: Production:  
Team Leader, Production, email: teamleadprod@winston. com Sales: Team  
Leader, Sales, email: salesleadprod@winston. com  
Purchasing: Team Leader, Purchase, email: teamleadpurch@winston. com  
Shipping: Team Leader, Shipping, email: teamleadship@winston. com  
Design: Team Leader, Design, email: teamleaddesign@winston. com  
Quality Control: Team Leader, Quality Control, email:  
teamleadquality@winston. com  
Personnel: Team Leader, Personnel, email: teamleadpers@winston. com  
IT: Team Leader, IT. email: teamleadit@winston. com

## PROJECT CHARTER

### 1. General Project Information

\* Project Name:

Room Size Containers

\* Department Sponsor: Winston Manufacturing Company

What department is the primary proponent of this project

Marketing

Who, within that department, is the Project Sponsor

Team Leader, Marketing

### 2. Stakeholders

Name

Department

\* Project Manager:

Team Leader

## Marketing

Justification : . The new product would require a market oriented production approach as there are similar products available in the market. Thus the project manager must be from the marketing department

\* Tech Lead:

Team Leader

## Production

\* Business Lead

Team Leader

## Sales

\*Sourcing

Team Leader

## Purchasing

\*Logistics

Team Leader

## Shipping

\*Design

Team Leader

## Design

Others:

Quality Control

Quality Control Department

Human Resource

Personnel Department

IT Resources

## IT Department

\* **Project Purpose / Business Justification** The Project will produce Room Size Containers. expected to increase the company's market presence and increase its turnover new markets for the sales channel, lay the foundation for add-on products, and generate new revenues. The preliminary sketches are promising in terms of its market competency and production feasibility

\* **Objectives.** The Room Sized Plastic containers to be launched in the market within 9 months. Primarily it is expected to increase the company's market presence by 50 % by the third year. However, this product will be a foundation for add-on products, and further revenue generation

\* **Project Duration:** 9 months.

\* **Clear Statement of What This Project Will Not Include** As the company is already involved in similar products and as the company has the injection mould of the required size, the Project will not include major Capital investment.

\* **Major Known Risks** The largest risk in the implementation of the project is its market competence. It must be noted that there is a similar product which has secured ample market presence. This would affect the quantum of sale resultantly delaying the achievement of breakeven. However, the fact that the new product won't involve high increase in production cost would ensure that the product would easily survive the market establishment phase and resultantly bring in revenue for Winston Manufacturing Company.

\* **Constraints** As the company have all the resources for this project. There are no major constraints identified except the requirement of some extra

human resource

\*External Dependencies The projects will involve and extra 10% of Human Resource. This could be utilized from other departments. 10 new laborers will have to be appointed to the production team. Other human resources may be tapped from the existing staff strength. The project would demand extensive cooperation amongst various departments. All the stakeholders of the project

\* Project Strategy The Company will use the existing injection mould to produce Room Size containers. The existing sources of inputs will be utilized. The project would attain break even earlier, as the new product won't involve much of capital investment in terms of production line, resulting in early returns. This must be read together with the fact that the company can use the already existing production system for the new product