

### **Question 3 Application of Project Management 3 A – Project Charter**

According to the PMI, a project charter is a document that provides the project manager with detailed, tasks, objectives, stakeholders, budget, start and end date and much more information that is supplied by the project sponsor (Soulard, 2008). The project charter is created at the beginning of a project that should only provide the key elements listed down below (*refer to figure 18*).

(Figure 18: Project Charter)

<b>PROJECT CHARTER</b>			
<b>Project Name</b>	"Keep It An Adventure" Launch Event		
<b>Project Sponsor</b>	Marketing Director	<b>Project Manager</b>	
<b>Date of Project Approval</b>	20 <sup>th</sup> April 2022	<b>Last Revision Date</b>	25 <sup>th</sup> April 2022
<b>Project Description</b>	To launch an idea, 'Keep It An Adventure' that provides customers with clothing and adventure packages. These adventures would be designed to include various features such as; travel, accommodations, excursions, and much more. It would also provide customers with the clothing for these adventurers.		
<b>Scope</b>	To organize a group of personnel that has various traits such as travel experience to help launch 'Keep It An Adventure'. As well as determine the place this project will be launching in, which includes various packages to meet the different customer needs. Additionally, each adventure will be designed to take care of all aspects such as accommodations, travel, excursions, and much more.		
<b>Project Constraints</b>	<b>Time</b>	Assumption: 1 month	
	<b>Budget</b>	Assumption: £20,000	
<b>Project Objectives/Goals</b>	<ol style="list-style-type: none"> <li>1. Assemble a team that includes having members with travel expertise by 28<sup>th</sup> April 2022.</li> <li>2. Decide upon which UK destination this idea will be launched in, by 5<sup>th</sup> May 2022.</li> <li>3. Research the different preferences customers might have within the destination to be completed by 10<sup>th</sup> May 2022.</li> <li>4. Ensure the creation of travel adventure and educational packages before the launch event by 20<sup>th</sup> May 2022.</li> <li>5. To test the products before the launch event and consider customers' feedback by 25<sup>th</sup> June 2022.</li> <li>6. Confirmation of final products by 31<sup>st</sup> June 2022.</li> <li>7. Arrange a market launch event before 30<sup>th</sup> June 2022.</li> <li>8. The goal is to launch this idea in the UK market by 1<sup>st</sup> July 2022.</li> </ol>		

<b>Steering Committee</b>	Marketing Director Tourism Department Event Planner	<b>Project Team Members</b>	Design Team Launch Team Travel Consultant Marketing Consultant Project Administrator Research Director Finance Director																																																			
<b>Key Stakeholders and Stakeholders Analysis</b>	Stakeholder Register:																																																					
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	<p>Interactive Communication method, which involves face – to face meetings, phone calls, and different video conferencing such as; Zoom and Microsoft Teams. This can ensure information is properly communicated and understood by both parties. As well as in using these methods, it is easily accessible which would be efficient and effective.</p> <p>However, another approach can be by contacting individuals by email when necessary. This is an inexpensive form of communication that can be accessed by any technological device worldwide that has a connection to the internet.</p>																				
<p><b>Risk Analysis</b></p>	<p><u>Risk Register</u></p> <p>It is unknown that the risks listed down below can occur, but if it does this table should provide strategies on how they resolve them. Having solutions and adapting to the current changes can make this project run as smoothly as possible.</p> <table border="1" data-bbox="548 726 1230 1199"> <thead> <tr> <th>Risk</th> <th>Probability</th> <th>Impact</th> <th>Response</th> <th>Responsible</th> </tr> </thead> <tbody> <tr> <td>Travel restrictions due to COVID 19</td> <td>Low Risk</td> <td>Sales from clients may be reduced</td> <td>Research places that don't require restriction</td> <td>Launch and Project Team Tourism department</td> </tr> <tr> <td>Can be an expense due to travelling</td> <td>High Risk</td> <td>Not a lot of clients will partake</td> <td>Create affordable packages</td> <td>Marketing Director Design Team</td> </tr> <tr> <td>Can be costly to hire workers due to COVID 19</td> <td>High Risk</td> <td>Not many persons are skilled in the required field.</td> <td>Undergo extensive research before hiring</td> <td>Project Manager</td> </tr> </tbody> </table>	Risk	Probability	Impact	Response	Responsible	Travel restrictions due to COVID 19	Low Risk	Sales from clients may be reduced	Research places that don't require restriction	Launch and Project Team Tourism department	Can be an expense due to travelling	High Risk	Not a lot of clients will partake	Create affordable packages	Marketing Director Design Team	Can be costly to hire workers due to COVID 19	High Risk	Not many persons are skilled in the required field.	Undergo extensive research before hiring	Project Manager
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