Project Proposal

Point of Sale (POS) and Web Presence

Business Area: eCommerce
Target Release: TBD
Version: 1

Executive Summary

Point of Sale and Web presence is a project to increase celestial gems flexibility, marketing power, data management, and sales through a digital Point of Sale system, an revamped website with online sale capabilities, and a social media presence. This will be executed by both contracted freelancers and existing Celestial Gems Employees. Miley Thompson will serve as project manager and ensure the projects efficient completion and quality. Sales will be increased by an estimated 15% through this project and infrastructure will be created which will allow for improved business decisions post completion of the project. POS and Web presence will serve as a landmark project for celestial gems which will open new opportunities and further the primary mission.

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Project Introduction

Celestial Gems is a small jewelry business that runs an art studio. It is a co-op owned by the 7 artists which run the business. The primary mission of the business is to sell art products in the form of jewelry, beads and other decorative items. Celestial Gems is currently unsatisfied with how sales are managed and what modalities customers can purchase their goods—namely customers inability to purchase goods online. Further, with no current social media presence and a rudimentary website, they wish to have an improved web presence to better market their goods. Point of Sales (POS) and Web Presence is a project to fully replace and improve Celestial Gems' POS system, website, and social media presence.

Project Purpose

The current Celestial Gems website is static and cannot perform sales. The current pos system is a cash register and sales ledger. There is currently no social media presence for Celestial Gems. The rudimentary nature of the current pos system requires overhauling to allow customer flexibility, in how payments can be made, and easier record management. The lack of a dynamic, sales-ready website necessitates a web presence overhaul to increase marketing power and increase sales. The lack of social media demands the creation of a social media presence to increase marketing power and ease of customer access to shop information.

Project Benefits

The benefits of this project are:

- An increase foot traffic to the shop, through an increase in marketing power.
- an increase in sales, by allowing for online transactions.
- an increase in ease-of-use for the sales system and record management.

With these changes and benefits, Celestial Gems will further their primary mission of selling their goods by an estimated 15% with the potential for much higher growth using infrastructure created by the project.

Project Goal and Outcomes:

The outcomes of the project will be that Celestial Gems has the following:

- a dynamic, sales-ready website populated with at least 25 products prepared to be sold
- a system for the shipping of sold products
- a digital point of sales system able to process credit transactions
- 3 social media pages (on the platforms Instagram, Facebook and X formerly known as twitter) populated with basic shop information and at least 5 product advertisements

Project Description:

The POS and Web Presence project is an endeavor to create new infrastructure for celestial gems to do the following:

- Process physical (in-person) sales with a digital point of sale (POS) system
- Process digital (online) sales with a digital POS system
- Increase marketing power with a new website
- Increase sales through digital sales using the new website
- Increase marketing power with a social media presence

These necessitate the following actions

- acquire a POS system
- acquire hardware for a digital sales processing including credit processing
- design a website
- perform a cybersecurity analysis of the website and POS system
- photograph all inventory to be sold online
- create a shipping infrastructure
- perform search engine optimization (SEO)
- create social media pages and populate them with product images and shop information

Project Scope

The scope of the project includes:

- The creation of the Celestial Gems website
- The Search Engine Optimization of the Celestial Gems website
- The creation of the system of transactions used by Celestial Gems
- The creation of a simple database to manage sales records
- The creation of the social media pages used by Celestial Gems
- The selection of hardware to facilitate the system of transactions
- The selection of hardware to facilitate the Celestial Gems website
- The selection of hardware to facilitate sales records management
- The ensuring that, at time of release, there are no major cybersecurity vulnerabilities in the Celestial Gems Website or POS system.

The scope of the project does not include

- Selecting the products to be sold online
- Ongoing maintenance of the website, social media pages, POS system and sales records
- Any web presence aspects not specified (such as a google business listing and review monitoring)

Project Team

The project team consists of:

Who	Title	Responsibilities
Miley Thompson	Project manager	Direct and manage the execution of the project
Zach Brannigan	IT Director	Manage the Technology infrastructure used and created by the project
Tony Stark	Project Sponsor	Primary Contact for Celestial Gems
Tony Stark	Director of Inventory	Keep updated records of current inventory, deliver lists of inventory to be sold online, deliver pictures of inventory to be sold online.
Contractor TBD	Website designer and administrator	Design, code, and perform search engine optimization the Celestial Gems website.
Contractor TBD	Database administrator	Design and prepare the Celestial Gems Sales Database. Work with the IT director to create processes to maintain the database.
Contractor TBD	Cybersecurity analyst	Analize the systems used by, and created by the project to deliver a report on any security vulnerabilities and a recommended resolution.
Contractor TBD	Social Marketing Consultant	Create and structure the Celestial Gems' social media pages. Work with director of inventory to generate

		advertisements using Celestial Gems' goods.

High Level Timeline

What	When
Project charter	06/09/2024
Technology briefing	06/16/2024
Project proposal	06/30/2024
Project execution	07/01/2024
Project completion	9/6/2024

Tools and Technologies

To execute the project, certain tools are necessary for communication and project management. Temporary licenses to Slack and Airtable will be acquired for use by the project team. Slack will be used for group and individual communication. Airtable will be used to assign and manage tasks and monitor the project's progress

Communication Plan

Communications will be performed vie e-mail, virtual meetings, and in-person meetings. Tony Stark will be informed via email of the projects status weekly. Zach Brannigan will be informed via email of all processes and infrastructure implemented weekly and given relevant documentation. Contracted team members will meet via virtual meeting at minimum weekly to discuss progress.

Project Methodology and Evaluation

Through discussion with the project sponson, we have determined that the main priorities for the project are the quality of the deliverables, the ease of use of the deliverables and the long-term stability of the deliverables. Therefore, when choosing products and goods for the business, we will be prioritizing these factors. Further, the timeline of the project will include a level of flexibility to ensure that the systems and infrastructure delivered by the project meets these factors. Finally, a waterfall based approach will be applied as we have clear objectives and task dependencies. The evaluation of the project will be done with the same priorities.

Low-level Timeline and Gantt Chart

Here is a table detailing steps and their timeframes. Below this is a Gantt Chart representation of the same information.

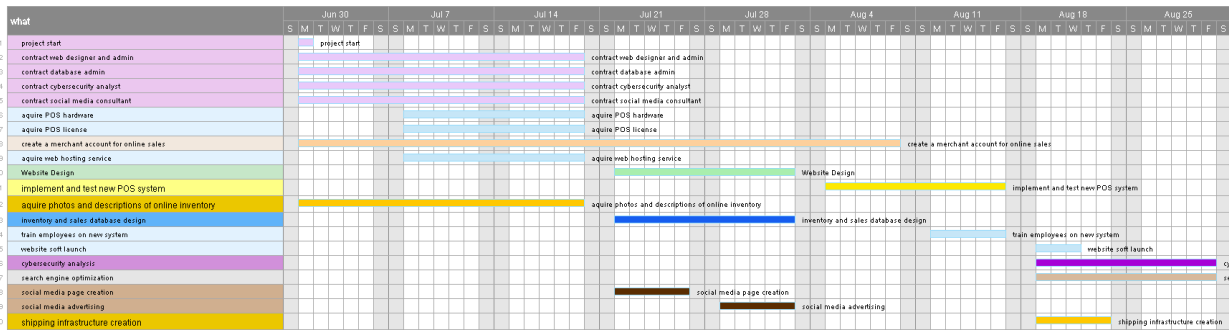| what	start date	completion date	Duration	who	Deliverables
project start	7/1/2024	7/1/2024	1	Project Manager	
contract web designer and admin	7/1/2024	7/19/2024	18	Project Manager	
contract database admin	7/1/2024	7/19/2024	18	Project Manager	
contract cybersecurity analyst	7/1/2024	7/19/2024	18	Project Manager	
contract social media consultant	7/1/2024	7/19/2024	18	Project Manager	
aquire POS hardware	7/8/2024	7/19/2024	11	IT Director	
aquire POS license	7/8/2024	7/19/2024	11	IT Director	
create a merchant account for online sales	7/1/2024	8/9/2024	39	Project Sponsor	
aquire web hosting service	7/8/2024	7/19/2024	11	IT Director	
Website Design	7/22/2024	8/2/2024	11	Website designer and admin	finalized website code

implement and test new POS system	8/12/2024	8/16/2024	4	IT Director	
aquire photos and descriptions of online inventory	7/1/2024	7/19/2024	18	Director of Inventory	initial inventory information document and data
inventory and sales database design	7/22/2024	8/2/2024	11	database admin	database and systems documentation
train employees on new system	8/12/2024	8/16/2024	4	IT Director and database admin	database and systems documentation
website soft launch	8/19/2024	8/21/2024	2	IT Director and website designer/admin	
cybersecurity analysis	8/19/2024	8/30/2024	11	cybersecurity analyst	vulnerability and resolution report
search engine optimization	8/19/2024	8/30/2024	11	Website designer and admin	
social media page creation	7/22/2024	7/26/2024	4	social media consultant	
social media advertising	7/29/2024	8/2/2024	4	social media consultant and director of inventory	
shipping infrastructure creation	8/19/2024	8/23/2024	4	Director of Inventory	Shipping documentation

Finalization of project	9/2/2024	9/6/2024	1	Project manager	Final Project Report and Deliverables Documentations.

Budget Considerations

Estimates for contracted freelancers is based on hourly averages and expected length of work. Special considerations are made for certain positions which require multi-faceted skills and higher estimated costs are given. Given the unknown risk related to the project, a 20% contingency has been added to the below cost estimates. At the completion of the project any unused contingency will be returned to Celestial Gems.

What	Estimated Cost	Description
Slack and Airtable 3 month license	$1215	Team communication and project management
Freelance web developer (with SEO skills)	$14,000	Website creation and Search Engine Optimization
Freelance database developer	$10,000	Database and database documentation creation
Freelance Cybersecurity analyst	$9,000	Analysis of created systems for vulnerabilities
Freelance social marketing analyst	$5,000	Creation of social media presence and advertisements
Web hosting	$50	Initial cost for the websites hosting.
Point of Sale System	$500	Initial cost for the Point of Sale system and associated hardware.
Photography camera	$1,500	Camera for product photos.
Cloud database server	$1,000	Initial cost for a cloud based server.

This results in a total estimated project cost of $30,000 (rounded to the nearest thousand).

Final Considerations

If approved, Point of Sale and Web Presence will represent a considerable shift towards a more robust, flexible, and efficient business. With a digital POS system, Celestial Gems will be able to provide flexible payment options to their customers and a robust record management system. This will allow for improved efficiency in inventory decisions. With an online sale capable website, Celestial Gems will significantly increase their customer reach and increase sales. With a social media presence, Celestial Gems will have greatly increased marketing power and further increase sales. These benefits greatly outweigh the cost of the project and therefore necessitate the completion of PoS and Web Presence. Without the execution of this project, Celestial Gems growth will remain stagnant, potential business will be lost, and business decisions will remain uninformed. It is therefore my earnest recommendation that Celestial Gems funds and completes the Point of Sale and Web Presence project.