**RETAIL SIX SIGMA PROJECT CHARTER**

**TEMPLATE EXAMPLE**

IMPORTANT REMINDER

A narrative written charter must be circulated and signed by the project sponsors. You can attach a completed version of this template to your narrative written charter to keep the charter short and concise.

Please make sure you meet with the project team and sponsors before completing this template. Much of the information required will need to come from a discussion with team members and sponsors.

GENERAL PROJECT INFORMATION

|  |  |  |
| --- | --- | --- |
| PROJECT NAME | PROJECT MANAGER | PROJECT SPONSOR |
|  West Coast On-Floor Sales Improvement |   |   |
| EMAIL | PHONE | ORGANIZATIONAL UNIT |
|   | 000-000-0000 |   |
| GREEN BELTS ASSIGNED |   |   | EXPECTED START DATE | EXPECTED COMPLETION DATE |
|   | 00/00/0000 | 00/00/0000 |
| BLACK BELTS ASSIGNED |   |   | EXPECTED SAVINGS | ESTIMATED COSTS |
|   | $237,750 | $184,900 |

PROJECT OVERVIEW

|  |  |
| --- | --- |
| PROBLEM OR ISSUE  | After our most recent customer service training effort, on-floor sales increased by 18 percent in stores located in the Northeast and Midwest. However, using the same tactics, stores located in the West Coast have seen a decrease of 34 percent in on-floor sales over the same period. |
| PURPOSE OF PROJECT | We will improve on-floor sales in the West Coast to be comparable to nationwide sales. |
| BUSINESS CASE | Our West Coast retail stores need to increase in-store customer purchases. Sales representatives are losing customers in the sales funnel between the interest and action phases. Survey data suggests that customers have not made purchases due to aggressive sales tactics that feel impersonal. |
| GOALS / METRICS | We will analyze the training model and refocus West Coast stores on West Coast buyer personas. After revising a new sales training model, on-floor sales will increase by 30 percent within two quarters. |
| EXPECTED DELIVERABLES | Project deliverables will include a training program curriculum tailored to West Coast sales representatives and a new onboarding course for regional floor managers. |

PROJECT SCOPE

|  |  |
| --- | --- |
| WITHIN SCOPE | Sales training model for West Coast stores; West Coast sales figures |
| OUTSIDE OF SCOPE | Midwest and Northeast sales training teams and curriculum |

TENTATIVE SCHEDULE

|  |  |  |
| --- | --- | --- |
| **KEY MILESTONE** | **START** | **FINISH** |
| Form Project Team and Conduct Preliminary Review |  |  |
| Finalize Project Plan and Project Charter |  |  |
| Conduct Definition Phase |  |  |
| Conduct Measurement Phase |  |  |
| Conduct Analysis Phase |  |  |
| Conduct Improvement Phase |  |  |
| Conduct Control Phase |  |  |
| Close Out Project and Write Summary Report |  |  |

RESOURCES

|  |  |
| --- | --- |
| PROJECT TEAM |   |
| SUPPORT RESOURCES |   |
| SPECIAL NEEDS |   |

COSTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COST TYPE** | **VENDOR / LABOR NAMES** | **RATE** | **QTY** | **AMOUNT** |
| **Labor** |   | $150.00 | 200 |  $ 30,000.00  |
| **Labor** |   | $200.00 | 100 |  $ 20,000.00  |
| **Labor** |   | $350.00 | 50 |  $ 17,500.00  |
| **Labor** |   | $85,000.00 | 1 |  $ 85,000.00  |
| **Labor** |   | $4,850.00 | 3 |  $ 14,550.00  |
| **Supplies** |   | $17,850.00 | 1 |  $ 17,850.00  |
|   |   |   | TOTAL COSTS |  $ 184,900.00  |

BENEFITS AND CUSTOMERS

|  |  |
| --- | --- |
| PROCESS OWNER |   |
| KEY STAKEHOLDERS |   |
| FINAL CUSTOMER |   |
| EXPECTED BENEFITS |   |

|  |  |  |
| --- | --- | --- |
| **TYPE OF BENEFIT** | **BASIS OF ESTIMATE** | **ESTIMATED BENEFIT AMOUNT** |
| **Specific Cost Savings** |   |  $ 25,000.00  |
| **Enhanced Revenues** |   |  $ 92,500.00  |
| **Higher Productivity (Soft)** |   |  $ 17,500.00  |
| **Improved Compliance** |   |  $ 12,000.00  |
| **Better Decision Making** |   |  $ 18,500.00  |
| **Lower Maintenance Costs** |   |  $ 26,000.00  |
| **Fewer Miscellaneous Costs** |   |  $ 46,250.00  |
|   |   |   | TOTAL BENEFIT |  $ 237,750.00  |

RISKS, CONSTRAINTS, AND ASSUMPTIONS

|  |  |
| --- | --- |
| RISKS |   |
| CONSTRAINTS |   |
| ASSUMPTIONS |   |

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|   |   |   |

|  |
| --- |
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