

PROJECT CHARTER : RAMESH AND RAMA'S WEDDING

1.0 PROJECT IDENTIFICATION	
Name	<i>DREAMLIFE</i>
Description	<i>To make Wedding of Ramesh and Rama a lifetime experience</i>
Sponsor	Ramesh
Project Mgr	Subhash Rastogi
Budget	INR 10,00,000/-

2.0 BUSINESS CASE/ STRATEGIC GOAL/ KEY MOTIVE FOR PROJECT
<p>To make the Wedding event an excellent lifetime dream-like experience for the couple and the parent at affordable cost.</p> <p>To take away the stresses from the family for managing the complex Indian wedding and maximize the happiness quotient for all stakeholders</p> <p>To let the couple and the family enjoy the event and the processes, rather than get bogged down by managing guests and various activities involved</p>

3.0 PROJECT OBJECTIVES (JUSTIFICATION/ KEY ISSUES TO BE ADDRESSED)
<p>The objective of the project is to help the couple plan for an elegant dream-like memorable wedding and take care of the issues related with preparing the detailed budget, vision and theme determination, creation of checklists and timelines, selection, various vendors selection & negotiation, design of invitation and other stationery items, compiling of guest lists, mailing invitation and tracking, ceremony and reception preparation, direction and completion of necessary contracts, forms, and inspections, on-site direction of rehearsal, ceremony and reception, and final payment and wrap-up with vendors.</p>

4.0 PROJECT HI-LEVEL SCOPE OF WORK
<p>Plan for an elegant wedding including preparing the budget, vision and theme determination, booking of vendors, design of invitation and other stationery items, guest management, mailing invitation and tracking, ceremony and reception preparation, to have feel-good ceremony for couple, parents and guests.</p>

5.0 KEY PROJECT DELIVERABLES	
Sr. #	Description
1	Venue selection: wedding, reception
2	Venue Decoration : Flowers , Lighting , Furniture with a Theme
3	Website design with a theme
4	Wedding Dresses for the Rama & Ramesh (and other key family-members) aligned to theme
5	Guest Lists (outstation + same city) & Venue for outstation Guests' stay
6	Support services: Photography & Videography; Choreographer; Mehendi/ Parlour Services; Shoe-Shines
7	Wedding party / Dinner/ caterer & its decoration
8	Invitation Card design aligned to theme
9	Travel Plan for the guests (picking from & to Airport/ Railway Station / Others)
10	Accommodation for Guest & Their Time Engagement & Entertainment
11	Make-up for Bride & Groom + Guests

12	Marriage Priest/ Pundit
13	Marriage Registration
14	Reception Dinner/ Lunch
15	Communications Signage/ Display/ Stationery/
16	Marriage Band
17	Event Flow Management on marriage day & Time + Master of Ceremony/ On-site Help-Desk
18	Return Gifts

6.0 SUMMARY MILESTONES & TARGET DATES

Item	Major Events / Milestones	Target Dates
1.	Venue Contract signed & advance money paid	Sept 20, 2017
2.	Invitation Sent	Sept 30, 2017
3.	Website with Check-lists, Agendas, Schedule, project updates ready	Sept 30, 2017
4.	Signed contract with Decorators (Florist/ Decorator/ Lighting) & <i>advance money paid</i>	Oct 12, 2017
5.	Signed contract with Photo/VideoGrapher & <i>advance money paid</i>	Oct 12, 2017
6.	Signed contract with Caterer & <i>advance money paid</i>	Oct 24, 2017
7.	Signed contract with other vendors (mehendi/ Parlour) & <i>advance money paid</i>	Nov 7, 2017
8.	Execution of rehearsal ..for wedding day (dance/ etc)	Nov 22, 2017
9.	Couple Married & marriage day celebrations completed	Nov 24, 2017

7.0 HI-LEVEL RISKS

Severity	Description
High	Event cancellation
Medium	Event Date Change
Medium	Rama & Ramesh not available for finalizing key decisions
Low	Vendors not delivering defect-free services
Medium	Budgets are not released in time, for various payments
Low	Web-site host is not reliable

8.0 PROJECT'S MEASURE OF SUCCESS

(MEASURABLE, BUSINESS VALUE, PROJECT VALUE, OTHER VALUE)

- 90% time reduction by couple & parent in managing the whole project
- Excellent average Rating of 4.5 (range 1-5) by couple & their parents
- 100% meeting of all the agreed requirements. At least 10 new innovative Ideas for creating feel-good factors.
- Budget variance < 5 %
- Time variance < 30 minutes for any of the key scheduled event.
- Good feedback (oral) from Guests
- Minimum number of Change requests...to ensure deadlines. Only those approved by Couple to be entertained.
- Food Wastage < 5% : donation of left over food and other niceties to nearby orphanage
- Ready for honeymoon with a good mood, due to successful & stress less event

9.0 KEY ASSUMPTIONS MADE

- The wedding and reception will be held indoors
- Wedding date is not flexible, however the scope and budget have some flexibility
- The wedding will be held in Bangalore
- The couple will have ultimate decision in selection of vendors and design, over parents recommendations

10.0 SIGNOFF

Project Sponsor:

Date: