

<b>PROJECT CHARTER</b>									
<b>Company Name</b>	<b>Patanjali</b>								
<b>Project Problem Statement</b>	There has been a constant decline in the revenue of Patanjali after FY17. The company's standalone consumer goods revenue declined more than 10 per cent to Rs 8,148 crore in the year ended March 2018—the first time since 2013. Patanjali has shown the stagnancy in sales in the FY19 as well								
<b>Scope of the Project</b>	<table border="1"> <tr> <td><b>In Scope</b></td> <td>Finding and analyzing problem areas for declining sales in the Urban Area</td> </tr> <tr> <td></td> <td>Extensive study of delivery and distribution system of Patanjali</td> </tr> <tr> <td></td> <td>Competitive strategy (Sales and marketing department)</td> </tr> <tr> <td><b>Out of Scope</b></td> <td>Stating measurable results stands out of the scope of our project due the paucity of time and the inability to implement our recommendations.</td> </tr> </table>	<b>In Scope</b>	Finding and analyzing problem areas for declining sales in the Urban Area		Extensive study of delivery and distribution system of Patanjali		Competitive strategy (Sales and marketing department)	<b>Out of Scope</b>	Stating measurable results stands out of the scope of our project due the paucity of time and the inability to implement our recommendations.
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<b>Business Case</b>	Patanjali is the first FMCG brand to gain Rs. 100 billion revenue within a decade of its launch. Though the company is losing its edge in the market from past 2 years due to poor management of its resources and lack of competitive strategy. It's progress can get back on track with practical decision implementations.								
<b>Goal Statement</b>	Increase the revenue of Patanjali which is Rs 8330 Crore for FY19 by 10% in the coming quarter								
<b>Constraints</b>	Time: 3 Months								
	Scope: FMCG								
	Quality: Prioritize Quality with budget as constraint								
<b>Benefits and Deliverables</b>	1) Identification of problem areas and solutions								
	2) KPIs :								
	2.1) Market Share Distribution								
	2.2) Sales opportunities								
	2.3) Product Penetration								
	2.4) Relative amount spent by people to purchase the company's product compared to others in the product category (Share of Wallet)								
3) Recommendations on customer satisfaction									
<b>Project Team</b>	Wageesha	(PGP10123)							
	Yatin Mahindroo	(PGP10124)							
	Aishwarya Anand Solanki	(PGP10127)							
	Anjali	(PGP10131)							
	Divyansh Bajaj	(PGP10202)							
<b>Risks Involved</b>	1)Team members don't have any previous working experience with FMCG Sector								
	2)Primary Research may be limited to online platforms only due to the prevailing Global Catastrophe								