

# Achieve CAPM® Exam Success:

## A Concise Study Guide and Desk Reference

---

### PROJECT CHARTER – CHAPTER 4

<b>PROJECT:</b> LUV Music Website <b>PROJECT MANAGER:</b> Melody Ghoson <b>PROJECT SPONSOR:</b> John Smith
<b>PROJECT DEFINITION:</b> As the primary investor you have a vision to develop a website to sell globally <b>LUV Music</b> music products and services in all music genres. Your target customers are members of upper middle class 50% of whom should have annual income above \$USD150,000.
<b>BUSINESS JUSTIFICATION:</b> Capitalize product and marketing knowledge and skills of primary and secondary investors to generate at least \$USD 50,000 revenue in first year of operation. Products and services will include broadcast rights, customized media equipment and inter-media transformation for music-philes, meeting planners, performers and concert promoters of our customer base.
<b>MAJOR PROJECT DELIVERABLES:</b> Ten-page web-site with links to: <ul style="list-style-type: none"><li>• Targeted affluent customers via social media to be defined</li><li>• Back-end connectivity to fulfillment systems whose interfaces will be supplied by John Smith the sponsor.</li></ul>
<b>MAJOR STAKEHOLDERS:</b> John Smith: Primary investor, sponsor and owner of the fulfillment back-end. Susan Newby: Investor, marketing subject matter expert. Holly Berri: Web developer. Mark Spinner: music aficionado and subject matter expert on products and services.
<b>PROJECT SUPPORT &amp; AUTHORITY:</b> Melody Ghosan, Project Manager. Reports to John Smith. Holly Berri is contract resource compensated under contract to John Smith. Susan Newby represents John Smith with respect to principal website content. Mark Spinner represents John Smith with respect to fulfillment and back-end
<b>PROJECT OBJECTIVES:</b> <ul style="list-style-type: none"><li>• Create a ten-page website that introduces LUV MUSIC to the domestic and international markets.</li><li>• Generate at least \$50,000 in revenue from the LUV MUSIC website in its first year with at least a 5% increase annually.</li><li>• Create a website that attracts clientele globally. Domestic activity should not exceed 60% of web activity and 80% of total revenue.</li><li>• Create a website that targets clientele that are in the upper middle class. More that 50% of customer base should have income levels greater than \$150,000.</li></ul>
<b>KNOWN RISKS:</b> <ul style="list-style-type: none"><li>• Inability to cut through clutter to reach target audience</li><li>• Rapidly changing music recording, distribution and playback technology</li><li>• Rapidly changing tastes in music content, formats and marketing practices</li><li>• Lack of timely information and decisions from sponsor and marketing specialist due to location in London and “Bollywood”, competing activities and frequent travelling schedule.</li><li>• Lack of timely contributions and decisions by current and future team members for whom this project is one of several and may vary in priority.</li></ul>
<b>PROCUREMENT ITEMS:</b> Timely acquisition of additional project human resources as identified in emerging project.
<b>ACCEPTANCE:</b> Project Sponsor: Project Manager