



**Crown  
Abbey**

**Document name:** Project Charter

Form-SOP-XXXX

Version 1.0  
XXXXX

Issued: XXXX

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## NEW PROGRAM / PROJECT CHARTER

**Revision Level:**

**Revision Date:**

**Program / Project Name:**  
**Program / Project Leader:**

**Project #:**

**Project Opportunities:**

**Market(s) targeted:**

**Objective & Competitive advantage(s):**

**Scope:**

- 

**Product Details:**

Criteria	SKU 1	SKU 2	SKU 3
Description			
Count			
Primary Packaging			
Secondary Packaging			
Tertiary / Other Packaging			
Case Count			
Accessories required			

**Metrics for Success: Functionality / Attributes / Preliminary Voice of Customer:**

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**Lead Retailer & Advertising Plan:**

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**Preliminary Project Valuation:**

Criteria	Estimates		
Est. Incremental Market Size (\$MM's)	\$		
Estimated Margins	\$		
Cumulative Projected Incremental 3-year Sales		Year 1	Year 2
	Sales \$		
	Volumes:		
Project Budget	\$		
Fit with other Products (Compliments – Cannibalizes?)			
Regulatory Path (OTC, Supplement, Food etc)			
IP Protection	Comment:		

**Key Milestones / Launch date:**

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**Approvals**

**Signature**

**Date**

VP, R&D

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VP, Regulatory

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Project Manager

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**New Program / Project Charter – Instructions**

**Creation of an initial project charter for each new product program or new product project will:**

- **Establish the preliminary assumptions, constraints, scope and budget for the program / project.**
- **Ensure deliverables of program / project and expectations are aligned**
- **Serve as the framework for each project team to initiate the project**
- **Facilitate future communications about project expectations by creating a formal, approved document**

**Date/Rev. level** – project charters are draft until approved. Track changes to your draft charter by changing the **date** at each iteration and including the word **DRAFT** in the revision level box. Once the Charter is approved, it will be released with a **numeric** revision level, rev.1,

**Program / Project Name** – list program and / or project name

**Program / Project Leader** - list project leader

**Market** – Identify product's market, including whether it is outside of the USA

**Objective:** What's the purpose of the program or project? What's the business need?

**Scope:** Summarize the project's major deliverables

**Functionality/Attributes:** Key program/project and/or product **known** requirements (Many requirements may be unknown at this stage. Use this section to define requirements that are known at the onset of the project):

- What does it need to do?
  - What is its purpose?
  - What material?
- Who will use it?
  - Prenatal, nursing mothers, etc.
- Does the project need to consider any special capacity or capability issues?
  - Are there special technology requirements?
- Is this similar to existing products?
  - Is it an improvement over existing products?
  - Will this replace an existing product?
  - Are the indications the same as for existing products?
  - How does it differ from the similar existing product?

**Assumptions:** What factors, for planning purposes, are you considering to be true? Include both project team requirements as well as technical requirements that are new to Healthy Mama.

**Preliminary Project Valuation:** Fill in the table with the preliminary assumptions that are driving the market/strategic need for the proposed project. This information will be used to prioritize the proposed project for investigative and/or executional resources.