

Petrie Electronics		Prepared: February 6, 2014	
Scope Statement			
Project Name:	No Customer Escapes		
Project Manager:	Jim Watanabe (jwatanabe@petries.com)		
Customer:	Operations		
Project Sponsor:	Ella Whinston (ewhinston@petries.com)		
Project Start/End (projected):	2/5/14 – 7/30/14		
Project Overview:			
<p>This project will design and implement a customer relationship management system in order to provide superior customer service by rewarding our most loyal customers. Specifically, the system will track customer purchases, assign points for cumulative purchases, and allow points to be redeemed for "rewards" at local stores. This goal of this system is to provide an incentive to customers to choose Petrie Electronics as their first and only choice for making electronic purchases. The system will provide Petrie management with improved information on the purchase behavior of our most loyal customers.</p>			
Objectives:			
<ul style="list-style-type: none"> • Track customer purchases • Accumulate redeemable points • Reward customer loyalty and provide incentives to remain loyal customers • Provide improved management information 			
Key Assumptions:			
<ul style="list-style-type: none"> • System development will be outsourced • Interface will be a Web browser • System will access existing customer sales databases 			
Stakeholders and Responsibilities:			
Stakeholder	Role	Responsibility	Signatures
Ella Whinston	Chief Operating Officer	Project Vision, Executive Sponsor	<i>Ella Whinston</i>
Bob Petroski	Senior Operations Manager	Monitoring, Resources	<i>Bob Petroski</i>
Jim Watanabe	Project Manager	Plan, Monitor, Execute Project	<i>Jim Watanabe</i>
Sally Fukuyama	Assistant Director, Marketing	System Functionality	<i>Sally Fukuyama</i>
Sanjay Agarwal	Lead Analyst	Technical Architect	Sanjay Agarwal

PE FIGURE 5-1
A scope statement for Petrie customer relationship management system

Analysis



Chapter 6
Determining System Requirements

Chapter 8
Structuring System Data Requirements

Chapter 7
Structuring System Process Requirements