

# Outline vision



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The 'Magellan Programme' will provide the company with full e-commerce capabilities to promote and sell our complete range of bikes and accessories in existing and future markets. The site will include a facility for customers to 'build' a custom product from the Brook range of components.

Magellan will introduce direct sales for the first time and must work in harmony with existing and future dealer networks. The introduction of e-commerce will require changes in the Legal, IT, Finance, Marketing and Logistics areas of the business. A new 'custom assembly' facility will be required.

The programme must contribute an increased profitability of 4% and generate an increase in sales of 7% per annum.

## Narrative

Brook name their projects and programmes after great explorers and this one has been nominated the 'Magellan Programme'.

This outline vision is actually a section of the programme brief (which is created in the identification process) but has been extracted so you can compare it side by side with the full vision that is created in the defining a programme process.

