



Smoker Craft

Smoker Craft - Dealer Edge Project - ROC

Project Manager: William Fugger

Client Contact: Amanda Bowling

Status Report Date

12/10/25

Schedule



Scope



Budget



Overall



Status Key: On Track | At Risk | Off Track | Complete | Not Started

Schedule

Activity	Start	Finish	%	Status
Project Kickoff Meeting	08/15/25	08/15/25		Complete
Requirements Refinement Kickoff	08/25/25	08/25/25		Complete
Graphic Design Kickoff	09/30/25	09/30/25		Complete
Design Concepts Complete	10/15/25	10/15/25		Complete
Requirements Refinement Complete	10/10/25	10/31/25		Complete
Graphic Design Approval	10/17/25	12/12/25		At Risk
Backlog Approval	10/17/25	12/12/25		At Risk
3BU SSO	11/17/25	12/19/25		On Track
Dealer Portal Landing Page	12/01/25	12/19/25		Not Started
Dealer Specific Brands	12/15/25	01/02/26		Not Started
Content Listing Page	10/27/25	12/26/25		Not Started
Sales	09/22/25	01/02/26		Not Started
FED Additional Design Pages	11/03/25	01/30/26		Not Started
Dealer Binder	11/10/25	01/23/26		Not Started
Available for Sale	12/01/25	01/09/26		Not Started
Service Department Tools	12/15/25	01/16/26		Not Started
Marketing	12/22/25	01/02/26		Not Started
Promotions	01/26/26	02/12/26		Not Started
Roles and Permissions	02/16/26	02/27/26		Not Started
Customer Service	02/16/26	03/13/26		Not Started
Content Entry	02/09/26	04/02/26		Not Started
Beta Delivered	02/23/26	02/23/26		Not Started
Training	03/13/26	03/27/26		Not Started
Beta Closed	03/20/26	03/20/26		Not Started
Go Live Planning + Prep	03/23/26	03/27/26		Not Started
Site Launch	03/30/26	04/03/26		Not Started

Objective

Objective: Smoker Craft, Inc. is focused on modernizing and enhancing dealer engagement and operational efficiency for its associated brands.

Client Action Needed

Summary	Status	Next Action	Owner Name	Next Action Due Date
Design Approval	In Process	Phil to provide any remaining feedback from the sales team and finalized designs for approval	Phil	12/12/25
Final Page Design	In Process	Phil to review if we want the final page design to be the 3BU homepage	Phil	12/12/25

Key Risks

Risk	Status	Mitigation	Owner Name	Next Action Due Date
Data Integration Complexity The project relies on multiple data sources (spreadsheets, APIs) that may not be fully defined or stable. This could delay development or cause data mismatches.	In Process	Confirm API specs early, validate spreadsheet formats, and schedule integration testing.	Arun Kumar	
Form Submission Reliability Brochure requests and dealer contact forms depend on Gravity Forms and AIMBASE integration.	In Process	Test form endpoints thoroughly, monitor submission logs, and set up fallback alerts.	William Fugger	

Budget (Hours)

Authorized Budget

3,514

Budget Used

607

Budget Remaining

2,907

Recent Activities Completed

Row ID	Type	Activities	Assigned	Start	Finish
44	Task	SSO (Drupal)	Byron	10/15/25	11/27/25

Any failure here directly impacts lead generation and user experience.				
Dealer Portal SSO Expansion Smoker Craft must enhance their SSO plugin to support multiple apps. If not addressed early, this could block access or create security issues.	In Process	Confirm plugin capabilities and prototype multi-app login early.	Arun Kumar	
SME Availability Subject Matter Experts (SMEs) and team members are available as needed to facilitate information sharing or decision points	In Process	Identify Key SMEs and their availability.	William Fugger	

Upcoming Activities

Type	Status	Activities	%	Assigned	Start	Finish
Task	On Track	SSO (ROC)	25%	Mike S	11/17/25	12/19/25
Task	On Track	Lithotone SSO	10%	Mike S	12/10/25	12/26/25
Task	On Track	Boat Ordering/Quoting Scoping	10%	William	12/10/25	12/19/25

Key Issues

Issue	Status	Next Action	Owner Name	Next Action Due Date