# Project Charter

# Sauce & Spoon Tabletop Menu Tablet Pilot Project

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## 1. Project Summary

Sauce & Spoon, a growing local restaurant chain specializing in scratch-to-table cuisine, will launch a pilot project to install tabletop ordering and payment tablets in the bar areas of its North and Downtown locations. The tablets will enable faster ordering, improved upselling, and more accurate communication between guests and the kitchen. By reducing table turn times, increasing the average check value, and improving operational efficiency, this pilot aims to address service delays, reduce food waste, and support the company’s growth objectives.

## 2. SMART Project Goals

1. Reduce Table Turn Time: Decrease average table turn time in the bar sections by 30 minutes by the end of Q2 2025.
2. Increase Daily Guest Counts: Raise average daily guest counts in pilot areas by 10% within the pilot period (April–June 2025).
3. Reduce Food Waste: Cut food waste in pilot locations by 25% by June 30, 2025.
4. Increase Average Check Value: Raise average check value from $65 to $75 across both locations by the end of the pilot period.
5. Boost Appetizer Sales: Achieve a 15% average increase in appetizer sales across pilot locations (North: 10%, Downtown: 20%) by the end of Q2 2025.
6. Increase Specialty Beverage Sales: Grow specialty drink sales by 15% across both locations during the pilot.
7. Data Collection & Analysis: Achieve 100% tracking of ordering patterns, coupon usage, and upselling data for decision-making by the end of Q2 2025.

## 3. Deliverables

* Selection of tablet vendor and procurement of devices with upselling and coupon functionality.
* Successful installation of tablets in bar sections of the North and Downtown locations.
* Full integration of tablets with existing POS and host systems.
* Staff training program for front-of-house (FOH) and back-of-house (BOH) teams.
* Marketing campaign to introduce customers to the new tablet ordering system.
* Data dashboard for real-time tracking of sales, table turn times, and food waste.
* Mid-pilot performance review report.
* End-of-pilot report with metrics, analysis, and recommendations.
* Customer feedback survey results from both locations.
* Feasibility and ROI analysis for potential full rollout.

## 4. Scope

### In Scope:

* Tablet installation in bar sections only (North & Downtown locations).
* Integration with current POS and host software.
* Staff training and onboarding for pilot operation.
* Marketing and promotional activities in pilot locations.
* Collection and analysis of sales and operational data during the pilot period.

### Out of Scope:

* Expansion to other seating areas or additional locations during the pilot phase.
* Company-wide policy changes (e.g., order return/comp policy).
* Hiring of additional staff beyond the pilot’s initial scope unless approved post-pilot.
* Kitchen staff satisfaction goals (to be addressed separately if metrics are developed).

## 5. Costs & Benefits

### Estimated Costs:

* Tablet hardware & software: $15,000
* Integration & setup: $5,000
* Staff training: $3,000
* Marketing campaign: $2,000
* Contingency reserve (10%): $2,500
* Total Estimated Cost: $27,500
* Total budget Required: $50,500

### Expected Benefits:

* Increase in revenue from higher table turnover and upselling (~$40,000+ estimated in pilot period).
* Reduction in food waste costs by 25% (~$5,000 savings).
* Improved guest satisfaction leading to higher retention and repeat visits.
* Actionable data for operational and marketing strategy refinement.

## 6. Appendix – Misalignments & Notes

* Misalignment 1: Change in order return/comp policy to reduce food waste – Decision: Discuss separately in operations, not in project scope.
* Misalignment 2: Hiring additional kitchen staff during pilot – Decision: Wait until pilot data confirms feasibility.
* Misalignment 3: Separate goal for reducing guest wait times – Decision: Removed as separate goal; addressed indirectly via table turn reduction.