

Project Charter: Menu Tablets

DATE: 01/01/2023

|  |
| --- |
| **Project Summary** |
| A sauce and spoon restaurant wants to increase its annual growth, customer satisfaction and business target at all locations. It will be achieved by installing a digitizing system like tablets at every table to increase customer satisfaction and all related things. |

|  |
| --- |
| **Project Goals** |
| * Goal 1: Sauce & Spoon seeks to increase annual sales by 28% by the end of the year and wants to improve business growth by improving current restaurant operations. * Goal 2: Tablets installation with functionality to place orders will provide us with the ability to measure the restaurants success and minimize order delays. (Attainable, Time Bound, Measurable) * Goal 3: Improve customer retention rate by 20%. (Time-Bound) * Goal 4: Save time and cost by providing better and faster services like decreasing table turn time by 30 minutes by the end of June, which also resulting in decreased customer wait time. (Time-Bound) * Goal 5: Increase average sales in appetizers by 15% by the end of June which will increase business growth. * Goal 6: Increase daily guest counts by 10% by the end of June, which is the sign of high sales. * Goal 7: Cut food waste by 25% by the end of June. * Goal 8: Increase average check value from 65$ to 75$ by the end of year by selling more appetizers and beverages, resulting in increased profits. |

|  |
| --- |
| **Deliverables** |
| * A plan to train the staff on the new system. * Increase customer satisfaction by reducing service delays. * Install tablets at every table of the restaurant. * Increase annual sales by targeted percentage. * Decrease order processing time by optimizing table system. * Monitor and continuously improve the digital system. * Improve efficiency in serving guests. * Cost saving reports through increase efficiency. * Implementation of waste reduction strategies and protocols. |

|  |
| --- |
| **Scope and Exclusion** |
| **In-Scope:**   * Implementation of the tablet rollout project. * Adjustment to the company’s policy on orders returns due to errors. * Revision of the food waste goal to include metrics capturing kitchen staff performance * The goal of improving the satisfaction of the kitchen staff will be added when the proper metrics are defined.   **Out-of-Scope:**   * A separate and immediate change to the policy on orders returns due to errors, as it’s agreed to be discussed separately in an operations discussion. * Defining specific goals related to employee satisfaction independent of the tablet launch without clear metrics. |

|  |
| --- |
| **Benefits & Costs** |
| **Benefits:**   * Updated and well-trained staff. * Services will be digitized which will increase the efficiency of serving and save time. * Increased profit margins. * By improving services, customer count and satisfaction will be increased. * High percentage of reduction in waste.   **Costs:**   * Training and materials fees: $10,000 * Hardware and software implementations across locations: $30,000 * Maintenance: $5,000 * Updated Website and menu design fee: $5,000 * Other customization fee: $550 |

|  |
| --- |
| **Appendix:** |
| DATE: X/X/2023   * There is a misunderstanding of whether appetizers should be included to measure average sales and reallocate some of payroll. * The issue of payroll is still not resolved.   Deanna (Director of Operations)  DATE: X/X/2023   * The Decision about the policy change from project scope should be explicitly documented in project charter to avoid confusion.   Gilly (General Manager, North), Alex (General Manager, Downtown)   * The project charter should provide clarity on how the goal related to employee satisfaction will be measured.   Carter (Executive Chef) |