

**Bayt-Gedi Marketing Campaign Project**

Name	Organization	Project Role	Major Requirements	Expectations	Influence	Areas of Interest	Internal/External	Supporter
Ahmed Mohamed Salama	Bayt-Gedi	Project Manager	Project execution, team management	Ensure project success	Major	Marketing, Operations	Internal	Yes
Team Members	Bayt-Gedi	Project Team Member	Task completion, collaboration	Timely delivery of assigned tasks	Major	Marketing, Communications	Internal	Yes
Bayt-Gedi Customers	Public	Clients	Quality service and national food	Value for money and satisfaction	Major	Product quality, service	External	Yes
Advertisers	Various advertising firms	Media Partners	Execution of advertising strategy	Successful delivery of ads	Major	Advertising platforms	External	Yes
Competitors	Restaurant Chains	Competitors	Competitive market tactics	Market share protection	Minor	Restaurant market performance	External	No
Project Sponsor	Bayt-Gedi Senior Mgmt	Sponsor	Budget, schedule, and quality control	Business growth and ROI	Major	Financials, Strategy	Internal	Yes
Marketing Agency	External Agency	Vendor	Develop and execute marketing campaign	Campaign aligns with goals	Major	Advertising strategy	External	Yes
Suppliers	Food/Promo Item Vendors	Vendor	Timely supply of necessary materials	Smooth supply chain	Major	Food/Promotional items supply	External	Yes
Government Regulators	Regulatory Bodies	Regulator	Compliance with laws	Adherence to regulations	Minor	Legal, Compliance	External	Yes
Restaurant Staff	Bayt-Gedi Branches	Operational Staff	Support increased demand	Job security and satisfaction	Medium	Service, Operations	Internal	Yes
Investors	Financial Backers	Investors	Financial success	Project profitability	Major	Financial performance	External	Yes