

# READYFOODS INTERNATIONAL PLC

## Ready Foods Re-labelling Programme Analysis and Recommendation

Module code & title:

**WM9J4-15 PROGRAMME AND PROJECT STRATEGY**

**Group5 Team3**

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# 1. Introduction – Programme and Purpose

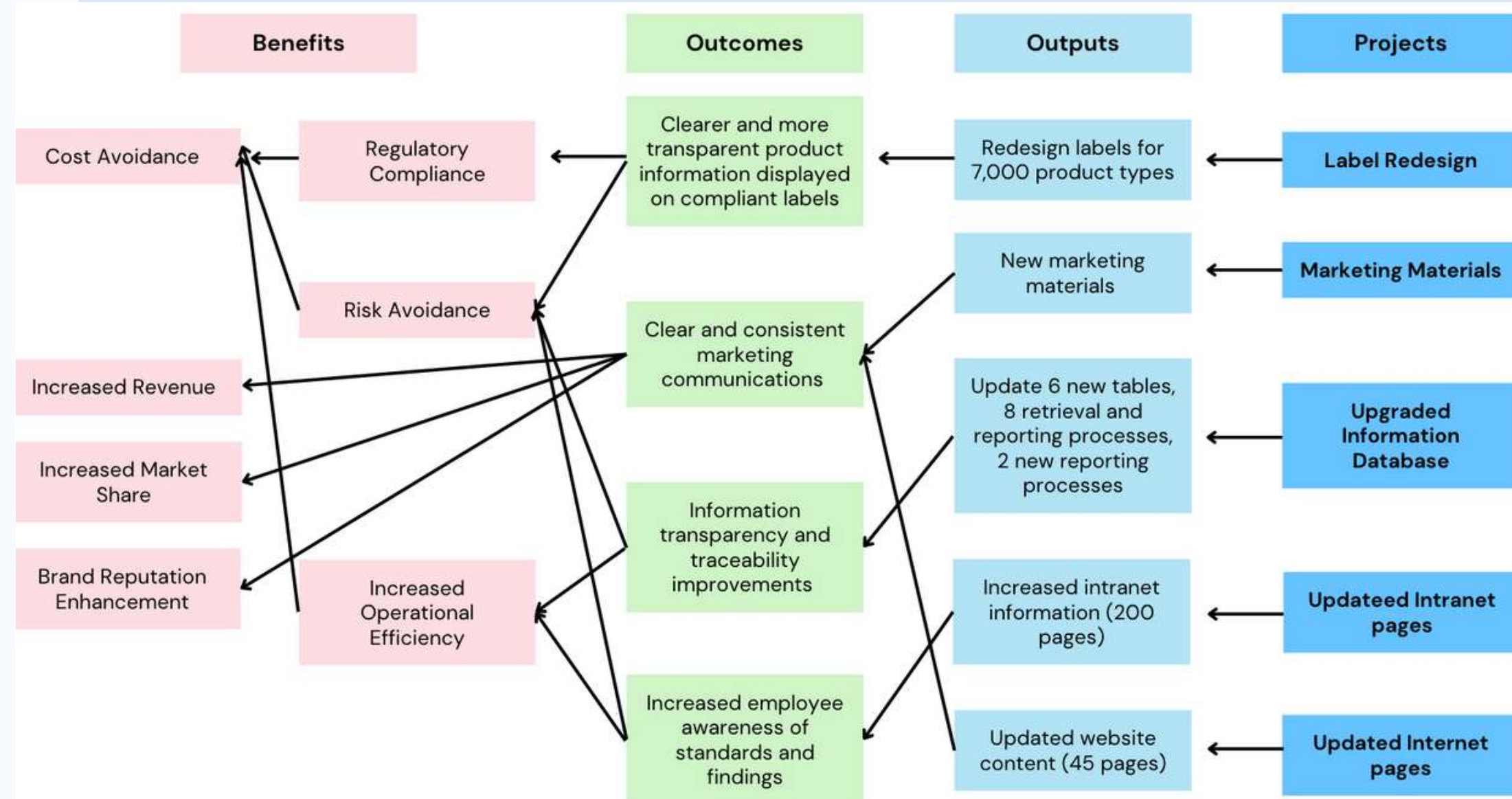
## Programme Introduction

- A Programme initiated by R.I. Plc in response to changes in FSA food labelling regulations, which comes into effect on 1st December 2025.
- involves a number of interrelated projects covering marketing, data systems and vendor management.

## Programme Purpose

- Achieving mandatory regulatory compliance
- Protecting brand reputation
- Avoiding costly penalties

## BOOP Map



# 2. Status Analysis – Change Prioritization Analysis

Change		Probability	Impact on Re-labelling programme			Scale	Prioritization
			Timescale	Cost	Performance		
1. Timeline Cutdown	The FSA has brought forward their deadline for compliance to the new legislation by six months.	Happened	↓ 6 months	↑	Time pressures leading to failure to meet FSA standards.	VH	Must-have
2. Budget Cutdown	20% reduction in funding.	Happened	↑	↓20%	Insufficient resources leading to delays in tasks.	H	Must-have
3. New Regulation	New changes to UK food and drink labelling to come into force on 1st December 2025.	Happened	↑	↑	Need to restart label design projects.	VH	Must-have
4. Leadership	CEO Replacement and Board Reorganisation.	Happened	↑	-	Weakening project support or a shift in focus.	H	Should-have
5. Organisational Structure	Acquisition of PureFoods of Amsterdam.	Happened	↓	↑	Distractions from organizational integration.	M	Could-have
6. Systems	Integration of all R.I. data into PureFoods ‘world-class’ information systems.	Very high	↓	↓	Data migration risks.	H	Should-have
7. Supplier Accident	ALLPRINT Big Fire (assumption by Mike)	High	↑	↑	Unavailability of printed materials.	H	Must-have
8. Manufacturing Process Problem	Finished product samples that are inconsistent with the benchmarking to the new standards.	Very high	↑	↑	Fines for compliance failures.	VH	Must-have
9. Ingredients Data-base Problem	Insufficient technical support and team conflicts.	Happened	↑	↑	Reduced efficiency.	M	Could-have
10. Re-design and Re-print	Insufficient label space, efficiency issues, and reprinting problems.	Happened	↑	↑	Redesign and reprinting of prototypes.	VH	Must-have



## 2. Status Analysis – Risk Analysis

### ■ Timeline Cutdown

Fail to complete the project on time 1

### ■ Budget Cutdown

Insufficient key resources(translation and printing) 2

### ■ New Regulation

Restart label design projects 3

### ■ Supplier Accident

Unavailability of printed materials 4

### ■ Manufacturing Process Problem

Fines for compliance failures 5

### ■ Re-design and Re-print

Repeated rework has delayed the official production 6

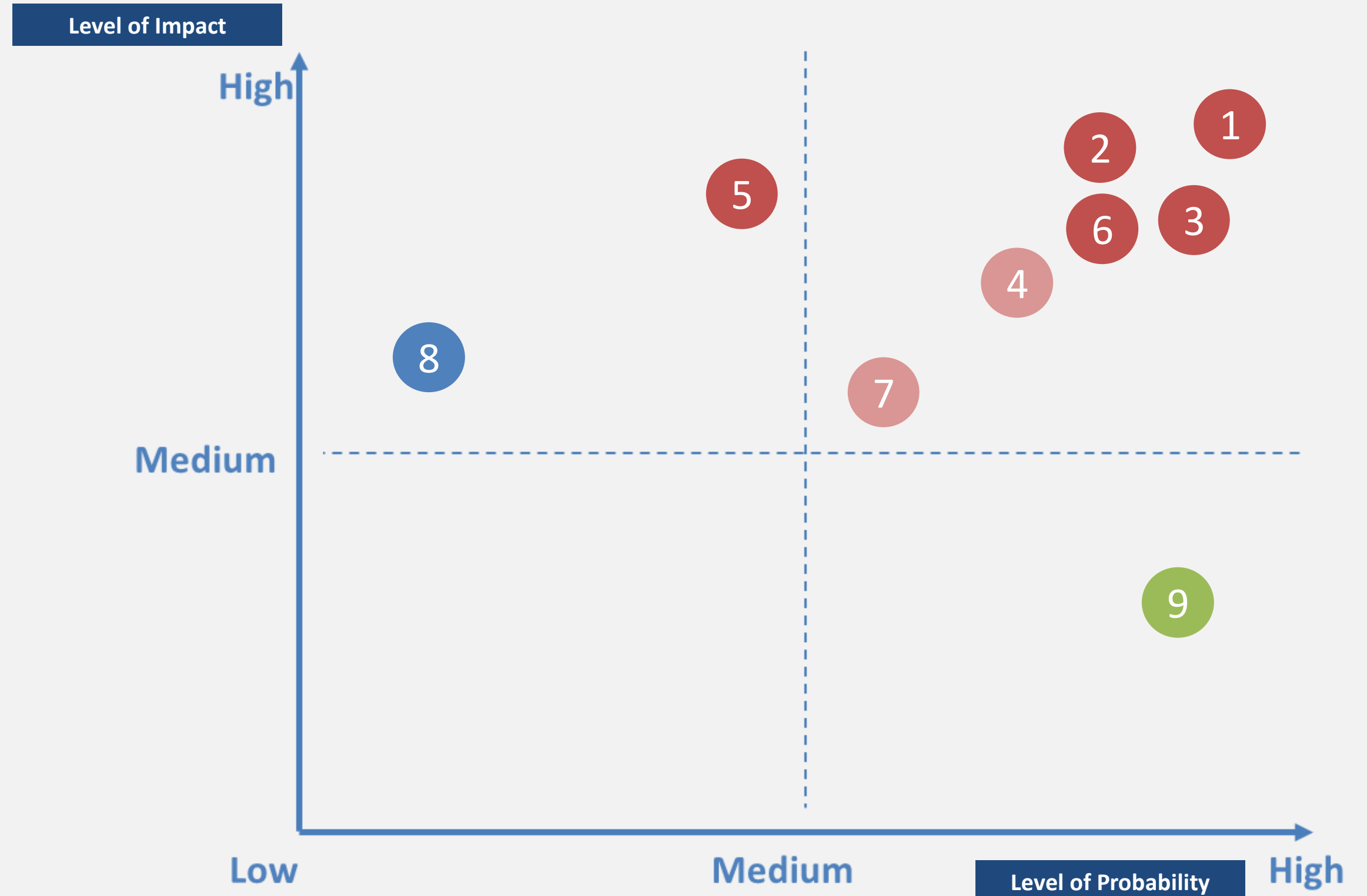
### ■ Leadership

The reduction of project resources and priorities 7

### ■ Systems

Data migration risks 8

The efficiency improvement 9



## 2. Status Analysis – Organization Context (SWOT)



### STRENGTHS

- Clear Strategic Commitment
  - high priority given to compliance issues
  - promoting positive industrial
- Cross-functional Project Teams
  - Rapid problem response capability



### WEAKNESSES

- Lack of a Unified Data Platform
  - Labels generated in reliance on inaccurate database information will increase the risk of FSA violations
- Ambiguity of Responsibilities
- Slow Brand Management and Design Process



### OPPORTUNITIES

- Standardisation of FSA and EU Food Labelling
  - Favourable to the establishment of credible brand image in the industry
- System integration through the acquisition of PureFoods
  - Centralised management of database



### THREATS

- FSA compliance ahead of schedule
- Supplier Disruption (ALLPRINT Fire)
  - Rising risk of project delays and compliance breaches
- Unstable Manufacture Process
  - High penalty
  - Reduced customer trust

# 3. Recommendation Action

Combined with R.I. plc's SWOT analysis, design actions to deal with Must-have Changes:



## Timeline Cutdown

Amplify cross-team advantages, establish agile teams, plan sprint progress, and track regularly.



## Budget Cutdown

Suspend non-core business (complete Internet update), and utilize PureFoods' existing advanced systems to reduce costs.



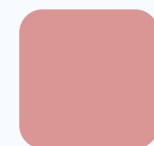
## New Regulation

Designate internal experts/groups to conduct dynamic compliance monitoring to ensure that project outcomes meet the requirements of the FSA and UN.



## Supplier Accident

First, confirm whether an accident has really occurred. At the same time, contact other suppliers and discuss cooperation through the brand's influence.



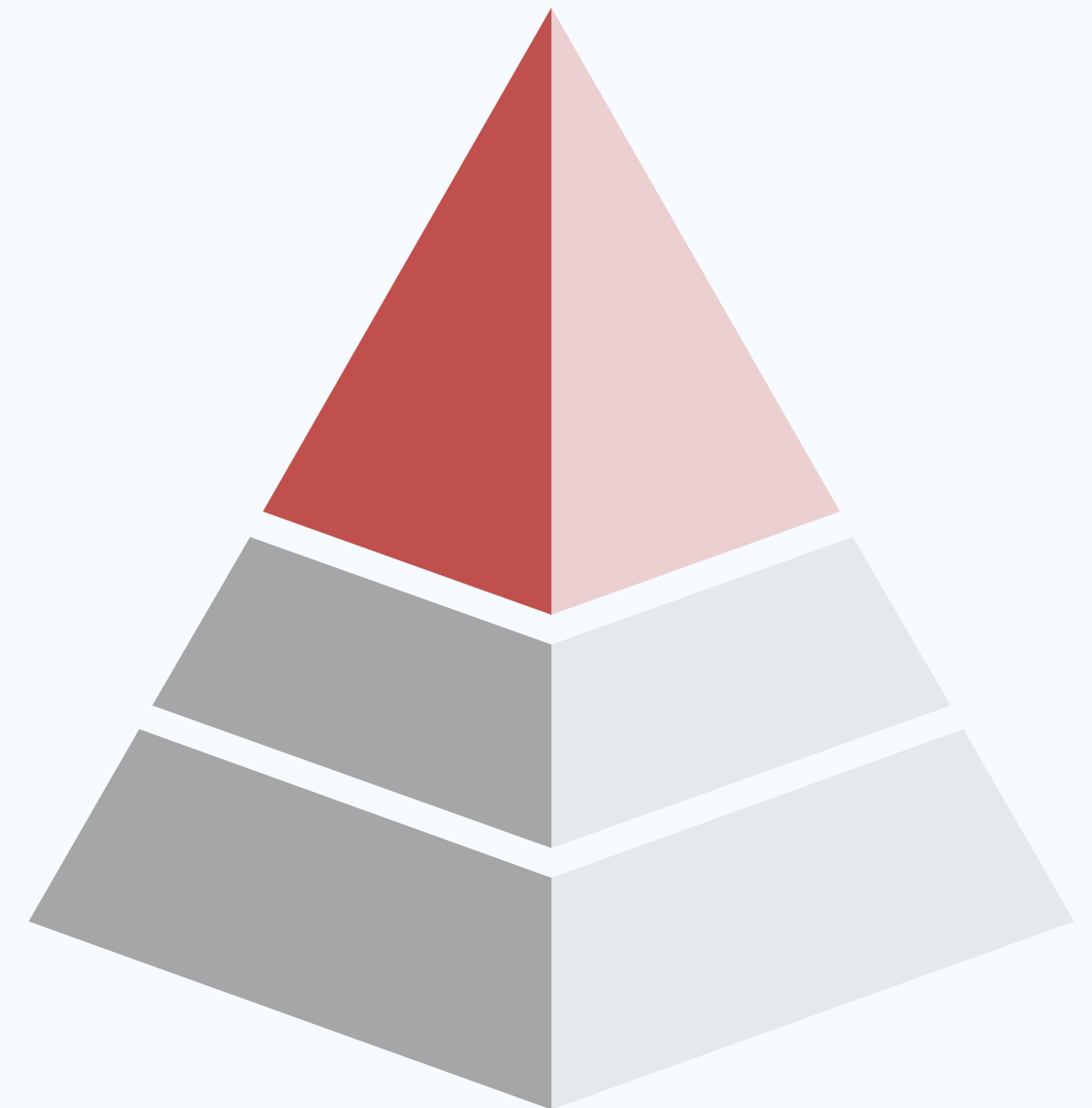
## Manufacturing Process Problem

The PureFoods system is mainly utilized to integrate data to address the disadvantage of the company's scattered data platforms.



## Re-design and Re-print

Cooperate with the market and brands to set up a label design team to review samples and speed up process efficiency.

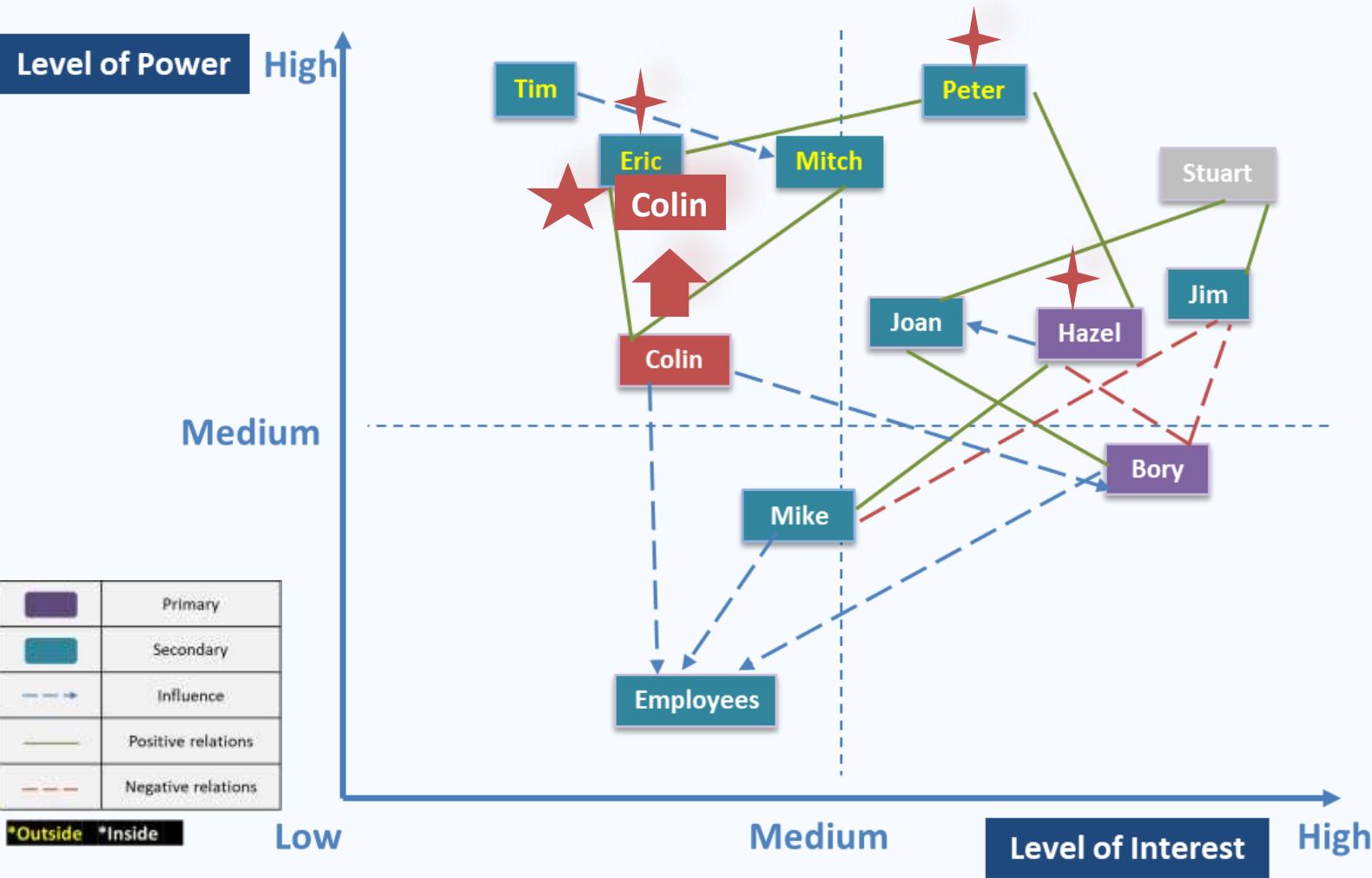


# 3. Recommendation Action



## Leadership

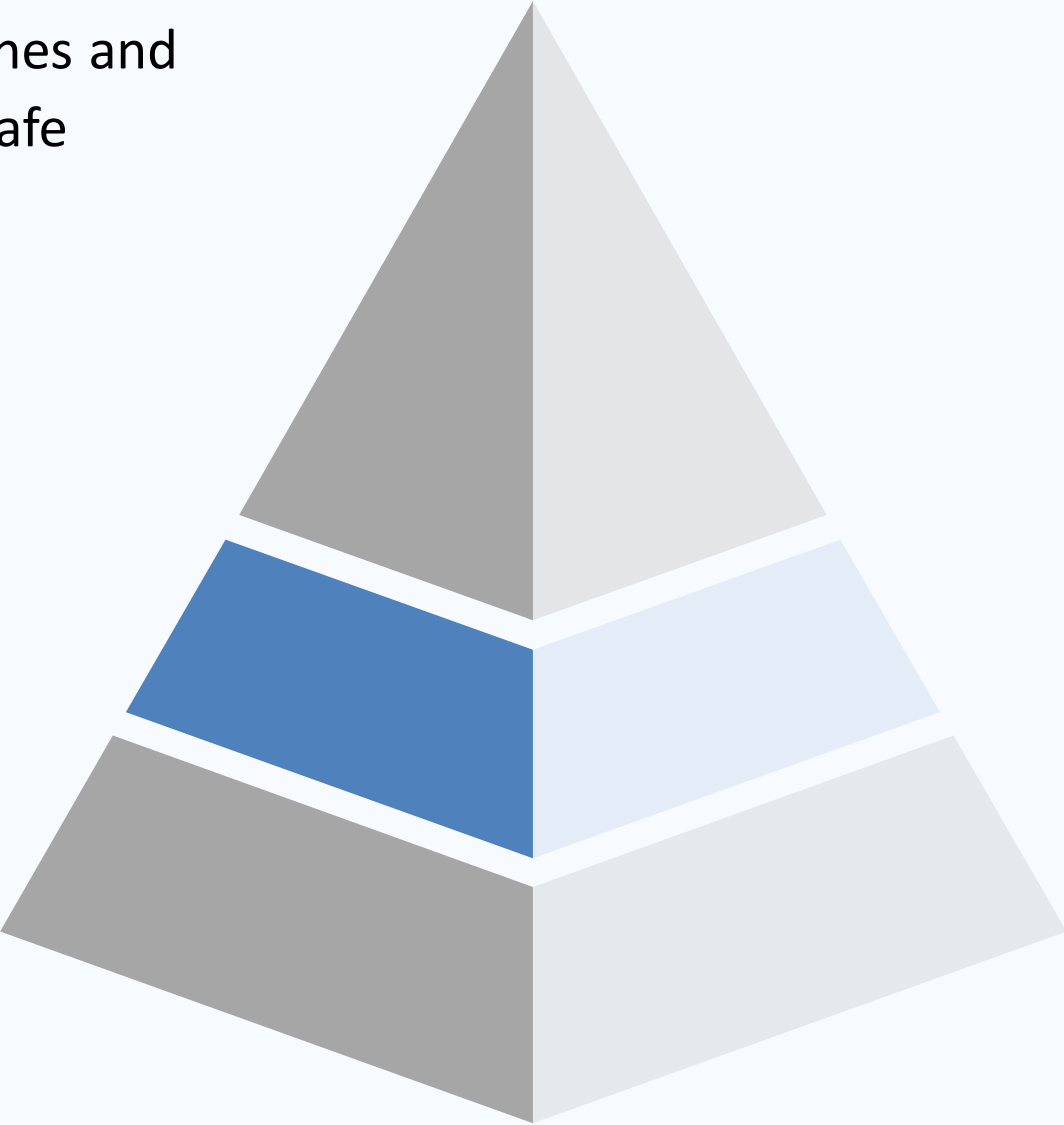
- Prioritize the completion of core tasks, accelerate value delivery, and regularly explain the market-related benefits of the project to the CEO.
- Through the interpersonal network, Hazel → Peter → Eric continued to increase CEO's interest.



## Systems

opportunity

- IT department takes the lead in completing the system connection.
- Transfer data in batches. First use non-core data to test the transfer function, then transfer in batches and archive them in a timely and safe manner to avoid data loss.



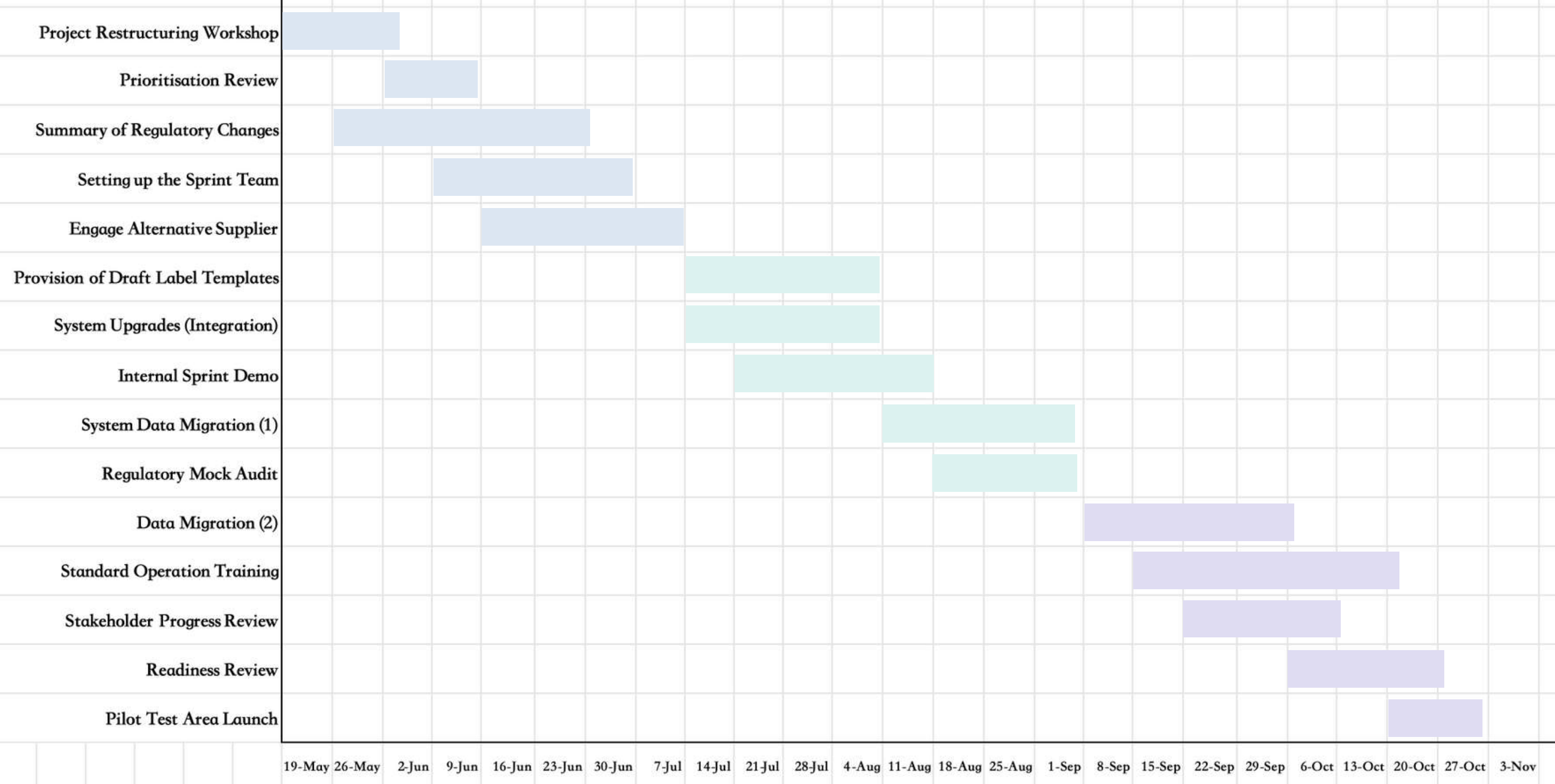
### 3. Recommendation Action

Priority	Risk	Strategy	Action	Risk Trend	Risk Owner	Risk Status
1	Fail to complete the project on time	Mitigate	Frequently track progress and implement parallel task processing.	→	Bory	Open
2	Insufficient key resources(translation and printing)	Mitigate	Using technological tools to reduce labour costs and save more resources.	→	Joan	Open
3	Restart label design projects	Mitigate	Design multiple universal templates for multi-product scales.	↑	Hazel	Open
4	Repeated rework has delayed the official production	Mitigate	Break down the communication barriers between the market and the brand.	↑	Colin	Open
5	Fines for compliance failures	Mitigate	Complete the update of the production and manufacturing process.	↓	Jim	Open
6	Unavailability of printed materials	Transfer	Transfer to the contract supplier, lock in costs and delivery responsibilities.	↑	Colin	Open
7	The efficiency improvement	Enhance	Integrate the PureFoods system to shorten the development cycle.	↑	Mike	Open



# 4. Next Step Plan

## 6-Month Gantt Chart



- Phase 1  
Month 1 - 2
- Phase 2  
Month 3 - 4
- Phase 3  
Month 5 - 6

# 5. CONCLUSION

## WE BELIEVE

Despite changes such as regulatory changes, timeline and budget cuts, management and organization structure change ... Happened

The Re-labelling Programme can still achieve the objective of “All labelling used on R.I’s products correctly reflect the ingredients used in their production” by identifying changes and risks, priority analysis, organizational context analysis, designing change actions and risk monitoring based on the company's situation.



# Reference

Case Material	• PART C Ready Foods Case Study V2.1 2021 06PPS
Case Material	• A READYFOODS Case Study V2.0 Part A & B v2
WMG Slides	• 1.2 Week 1 Session 1 Corporate and Project Strategy v1
WMG Slides	• 2.0 Week 1 Session 2 Strategy to projects and Programme Management
WMG Slides	• Session 5 - PPS2425 Risk DRAFT v0.6
WMG Slides	• PPS soft sessions v13 (2025) - block mode - Engaging Stakeholders
WMG Slides	• Week 4 Session 7 Change Control

# THANK YOU

FOR YOUR ATTENTION  
AND PARTICIPATION



## ANY

## QUESTIONS?

