

PORTFOLIO.

Hello Everyone.

I'M SEUN

PROJECT MANAGER



PORTFOLIO.



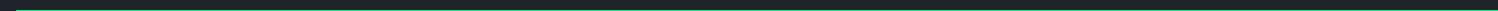
About Me

A dedicated and results-driven project management professional with 8 years of experience in successfully managing and delivering a wide range of projects such as Events planning and management, Marketing strategy and Digitalization Project. Throughout my career, I have demonstrated a strong ability to lead cross-functional teams, drive project success, and exceed client expectations.

With a background in B.Sc-Business Administration from IBLT University, Lome, Togo, MBA from University of south wales, UK and Certification in Project Management/Business Analyst by Tritek Consulting Limited, Uk. I have honed my project management skills and expertise in various industries, including Marketing, Banking, Healthcare, Planning and consultation. I am passionate about leveraging my knowledge and experience to effectively plan, execute, and oversee projects from inception to completion.

PORTFOLIO.

RESTAURANT SET-UP



EXECUTIVE SUMMARY

Rimberio is a new Filipino restaurant concept designed to bring authentic and elevated Filipino cuisine to Manila.

Our focus is creating a unique and memorable dining experience that celebrates Filipino flavors and traditions.



Stakeholder Mapping

Overview

A Stakeholder Map identifies the stakeholders in each project and recommends the best way to engage them.

Let's Build our Stakeholder Map

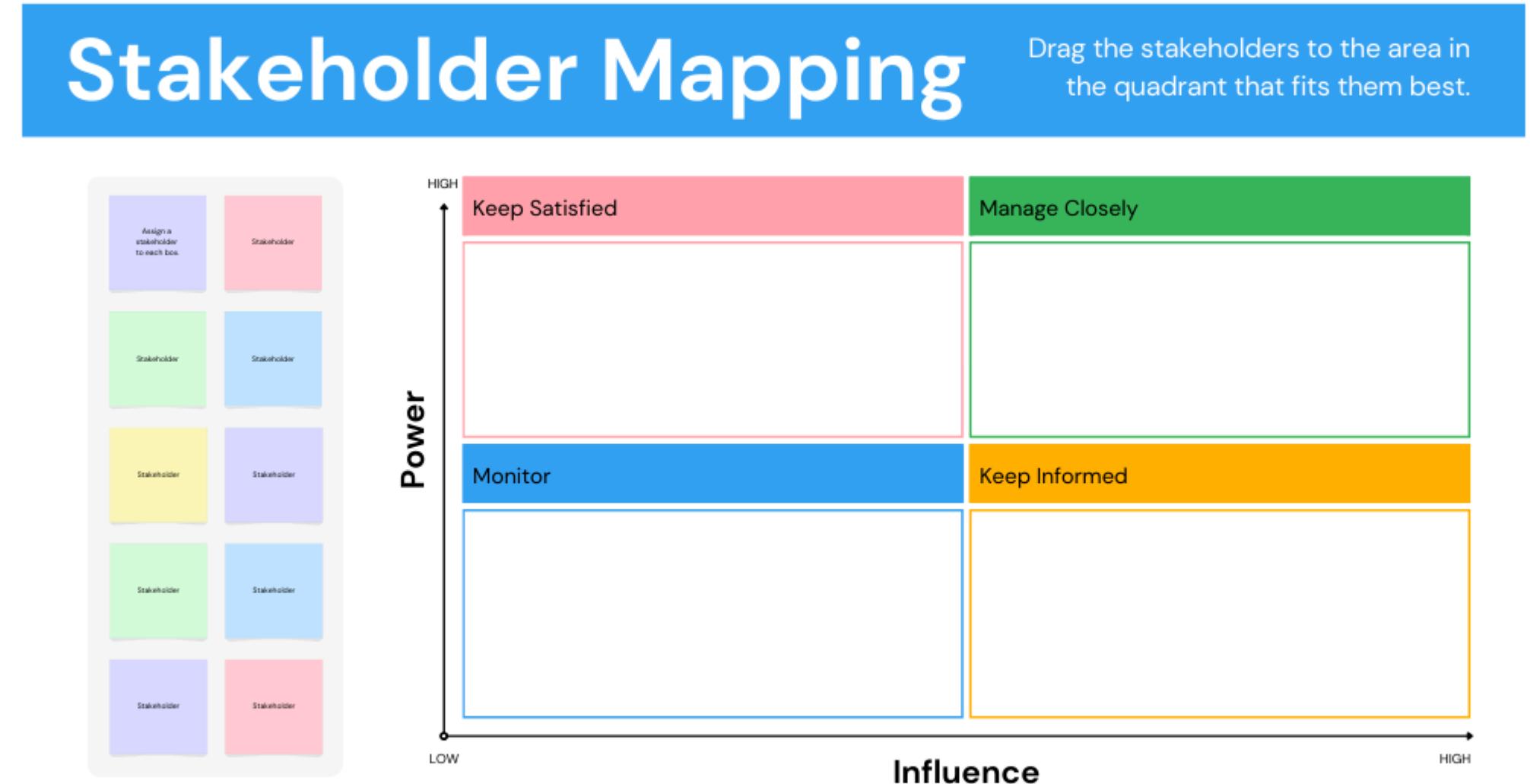
Let's get started with the numbered guides.

Why use it:

- To make smart decisions on how to engage stakeholders
- To allocate efforts and resources better

When to use:

- At the start of a project to devise a gameplan for stakeholder engagement
- Any time during the project to ensure that engagement efforts are on point



Next Steps

Let's end the session by listing down which stakeholders belong to each group, then assign a point person to be in charge of handling each group.

Stakeholders	Point Person
Keep Satisfied	
Manage Closely	
Monitor	
Keep Informed	

GOALS AND OBJECTIVES

Goal

Establish Rimberio as a leading Filipino restaurant in Manila, recognized for its high-quality food, exceptional service, and vibrant atmosphere.

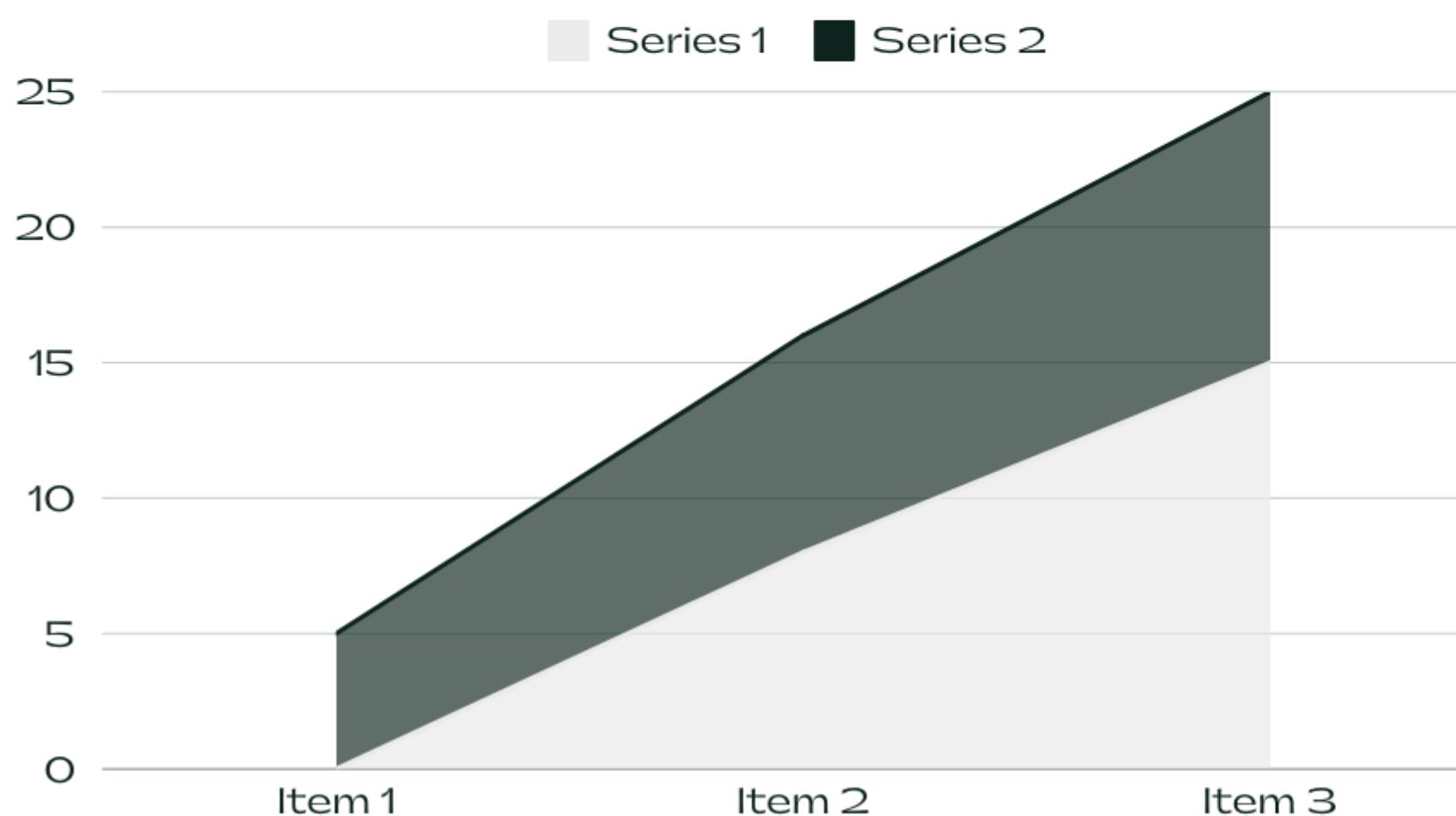
Objectives

- Achieve profitability within the first year of operation.
- Earn positive reviews and a strong reputation for Filipino cuisine.
- Develop a loyal customer base within the first six months.





MARKET ASSESSMENT

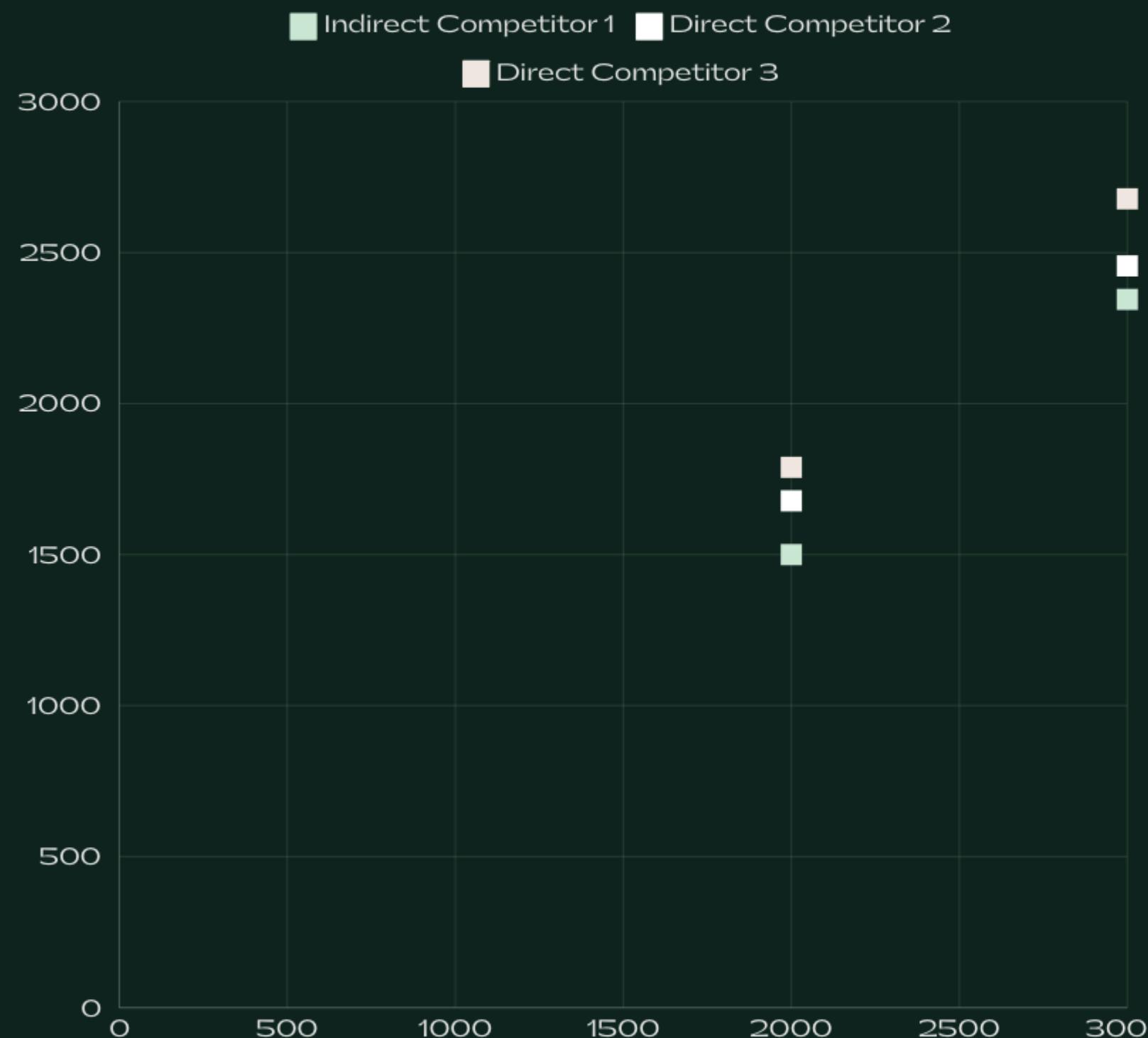


The Manila dining scene is booming, with a growing demand for unique and flavorful experiences.

Filipino cuisine is increasingly popular, offering an exciting alternative to other Asian and international options.

Our target market includes young professionals, families, and tourists seeking a taste of authentic Filipino culture.

COMPETITOR ANALYSIS



We will differentiate ourselves by:

- Focusing on high-quality, locally sourced ingredients.
- Offering innovative and contemporary takes on classic Filipino dishes.
- Creating a stylish and inviting ambiance.



SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">High-Quality Food: Focus on using premium, locally sourced ingredients ensures exceptional flavor and presentation.Experienced Team: A team with expertise in the restaurant industry and Filipino cuisine is a strong asset.	<ul style="list-style-type: none">Limited Marketing Budget: Compared to established competitors, Rimberio may have limitations in reaching a wider audience.Menu Complexity: A menu that is too complex can be overwhelming for customers and increase operational costs.	<ul style="list-style-type: none">Potential for Expansion: A successful launch in Manila could pave the way for additional locations.Technology Integration: Utilize online ordering, reservation systems, and social media marketing to reach customers effectively.	<ul style="list-style-type: none">Rising Food Costs: Fluctuations in food prices can impact profitability.Economic Downturn: A decline in consumer spending could affect business growth.

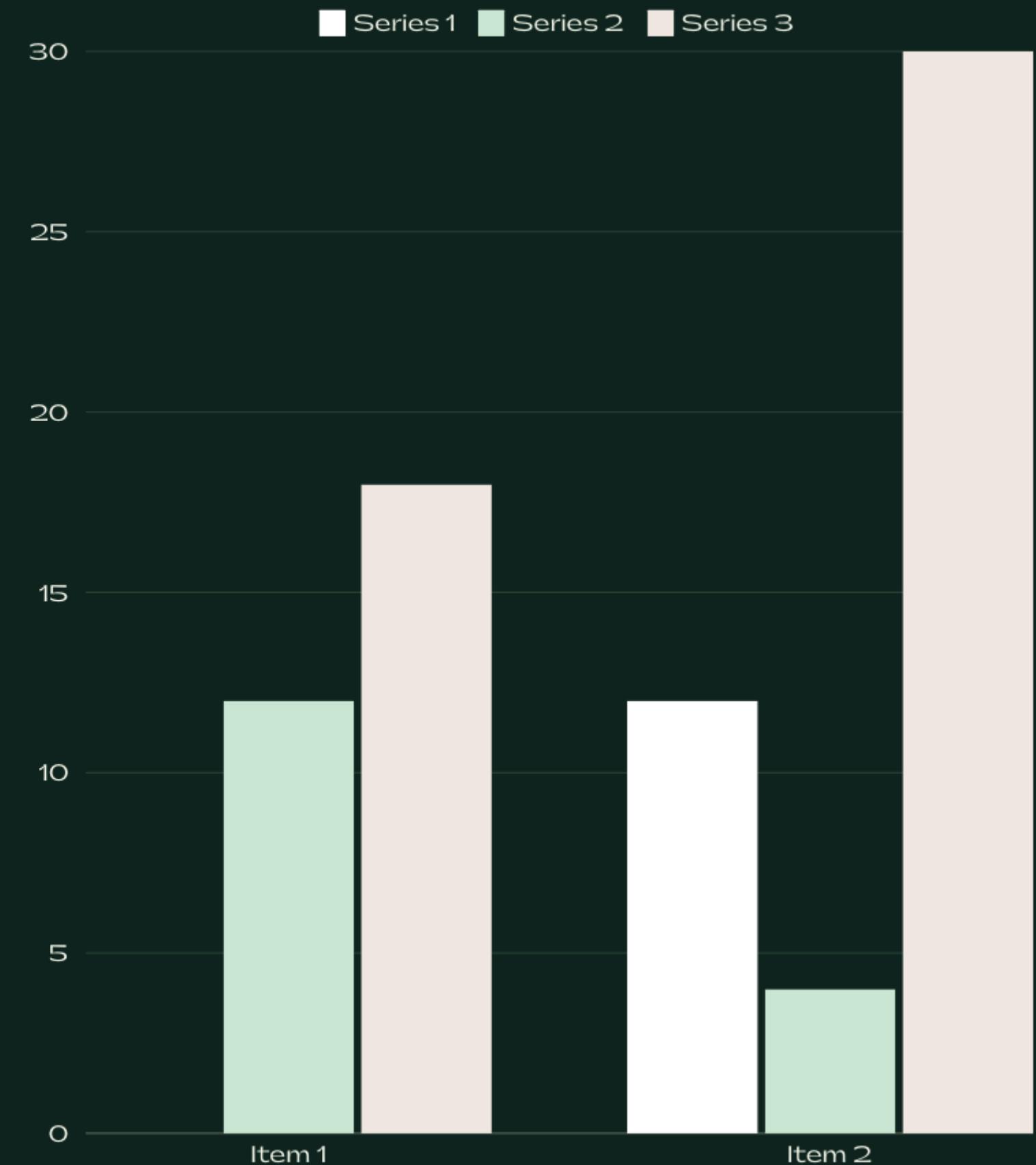




Financial projections indicate profitability within the first year. Key factors include:

- Competitive pricing strategy.
- Focus on controlling food and beverage costs.
- Implementation of effective marketing strategies.

FINANCIAL ANALYSIS





PROJECT DEFINITION

Rimberio will be a full-service restaurant located in a prime location within Manila. The restaurant will offer a diverse menu of Filipino dishes, a well-stocked bar, and exceptional service.

PROJECT SCOPE



ITEM	SCOPE	APPROACH
Menu Development and Recipe Creation	<ul style="list-style-type: none">Develop a menu that showcases Filipino cuisine with a modern twist, featuring a balance of popular dishes and innovative creations.Ensure portion sizes are appropriate and cater to different dietary needs.	<ul style="list-style-type: none">Conduct research on Filipino culinary traditions and contemporary trends.Collaborate with experienced chefs to develop recipes that are both delicious and visually appealing.Pilot test dishes with a focus group to gather feedback and refine the menu before launch.
Marketing and Promotions	<ul style="list-style-type: none">Build brand awareness and generate excitement for Rimberio's opening.Develop a marketing strategy that utilizes a mix of online and offline channels to reach the target audience.	<ul style="list-style-type: none">Create a strong social media presence showcasing the restaurant's ambiance, food, and team.Partner with local food bloggers and influencers for reviews and content creation.Explore collaborating with nearby businesses or event organizers for cross-promotional opportunities.

SUCCESS CRITERIA

CUSTOMER SATISFACTION AND LOYALTY	FINANCIAL PERFORMANCE	BRAND RECOGNITION & MARKET SHARE
<ul style="list-style-type: none">• Track online reviews and customer feedback surveys to measure customer satisfaction.• Implement a loyalty program to encourage repeat business and gauge customer retention rate.	<ul style="list-style-type: none">• Set a clear target for profitability within a specific timeframe .• Develop a break-even analysis to determine the minimum sales volume required to cover all operational expenses.	<ul style="list-style-type: none">• Track media mentions and press coverage to gauge brand awareness.• Conduct periodic market research surveys to measure brand recognition and perceived market share compared to competitors.





RISK ASSESSMENT

ITEM	LIKELIHOOD	IMPACT	MITIGATION STRATEGY
Staffing Shortages (Likelihood: High, Impact: High)	The restaurant industry faces a competitive labor market, and attracting and retaining qualified staff can be challenging, especially in a new establishment.	Staff shortages can lead to operational difficulties, decreased customer service quality, and potentially impact revenue.	<ul style="list-style-type: none">Develop competitive compensation and benefit packages to attract qualified personnel with a comprehensive training program to invest in staff development and increase retention.Consider offering flexible scheduling options to cater to a wider range of candidates.
Fluctuations in Food Costs (Likelihood: Moderate, Impact: Moderate)	Food prices can be subject to change due to seasonal variations, supply chain disruptions, or global market fluctuations.	Rising food costs can squeeze profit margins if not managed effectively.	<ul style="list-style-type: none">Partner with local and reliable suppliers who offer competitive bulk purchase agreements, pricing and transparent cost structures.Develop a menu with flexibility to adjust pricing or ingredients based on market fluctuations.

TIMELINE



Pre-Launch (3 Months)

Secure location, obtain permits, develop menu, finalize restaurant design, recruit key staff, and launch marketing campaigns.

Launch & Establishment (6 Months)

Complete construction, finalize staff training, conduct soft opening, and officially launch the restaurant.

Growth & Optimization (Ongoing)

Monitor customer feedback, refine menu offerings, implement marketing initiatives to build customer base, and explore opportunities for expansion.



PROGRESS REPORT



Achieve Profitability Within the First Year

- Secured a prime location in a high-foot-traffic area.
- Obtained all necessary permits for restaurant operation.
- Developed a preliminary menu with a focus on cost-effective yet high-quality ingredients.



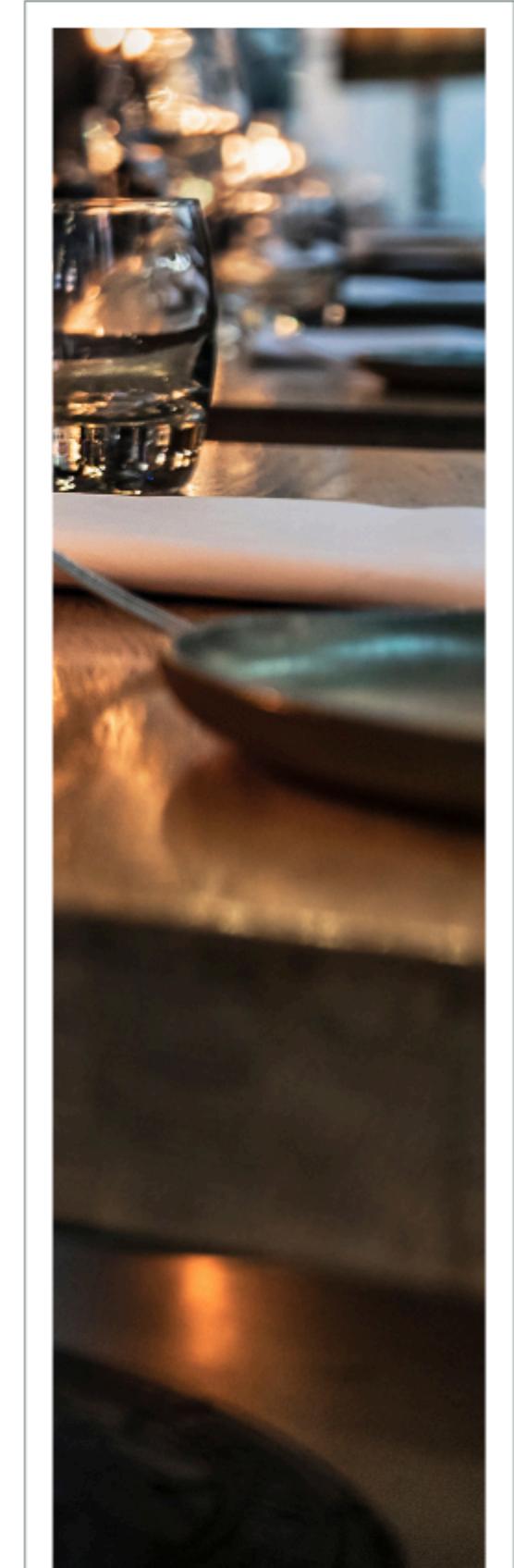
Earn Positive Reviews and Reputation

- Conducted a successful soft opening with positive feedback from invited guests.
- Launched social media campaigns and received initial media coverage.
- Achieved a 4.7-star rating on a popular online review platform based on early customer reviews.

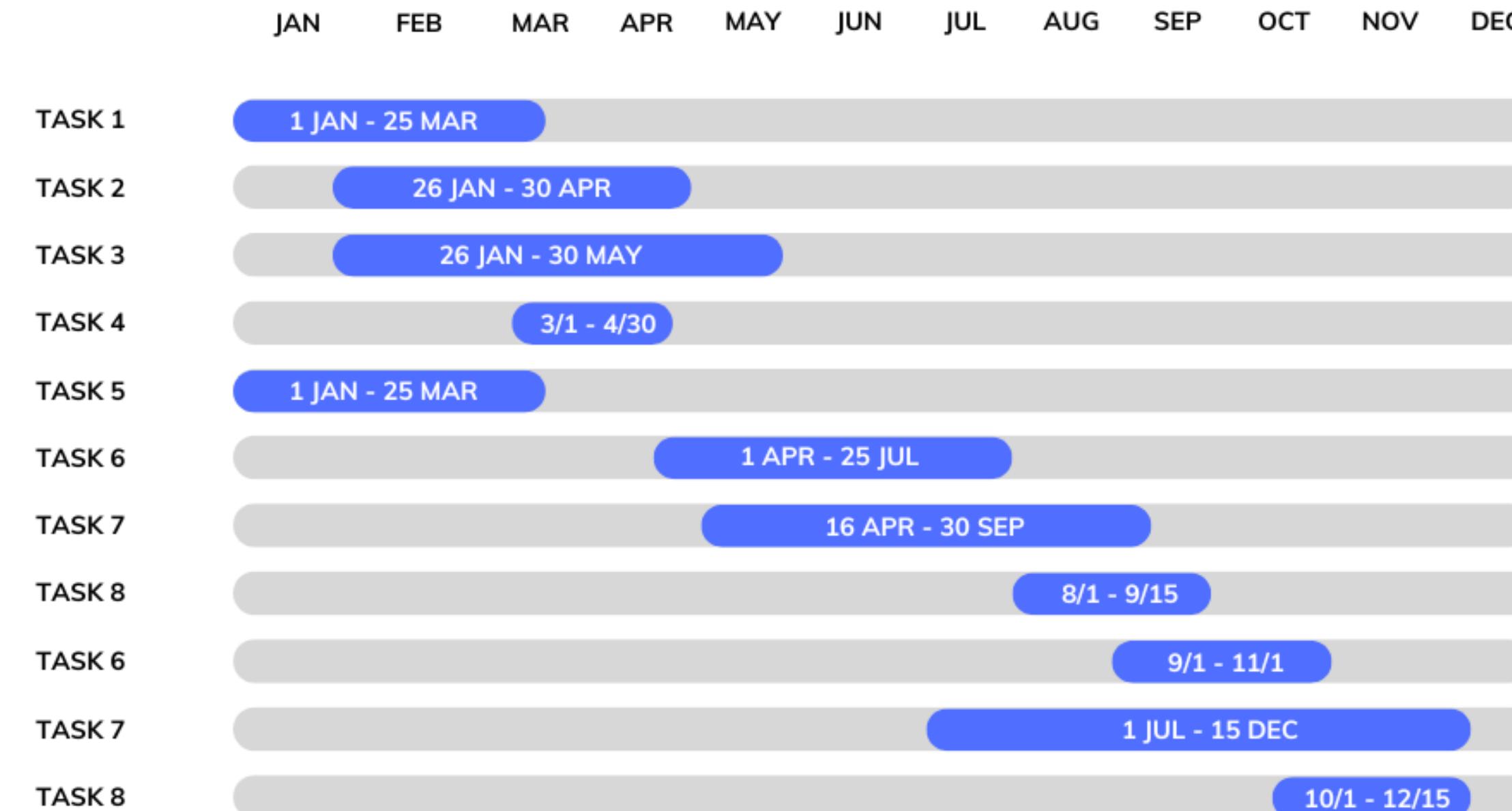


Develop a loyal customer base in 6 months

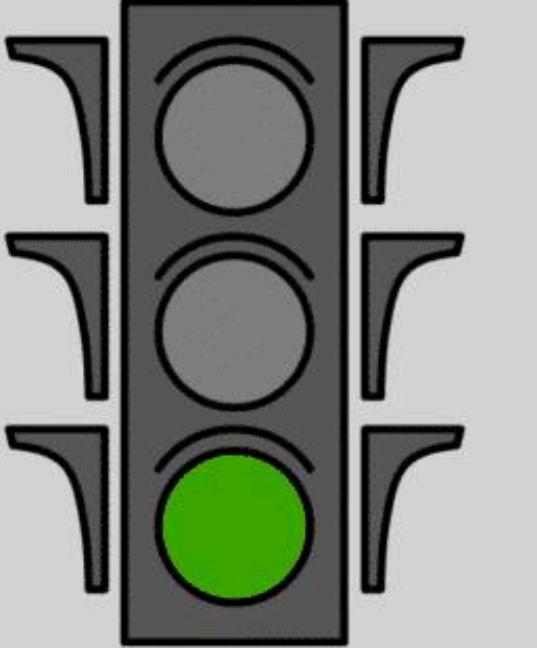
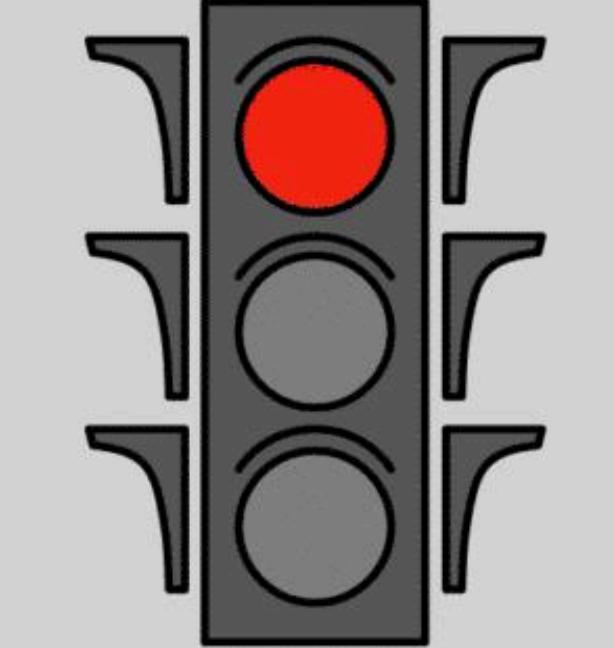
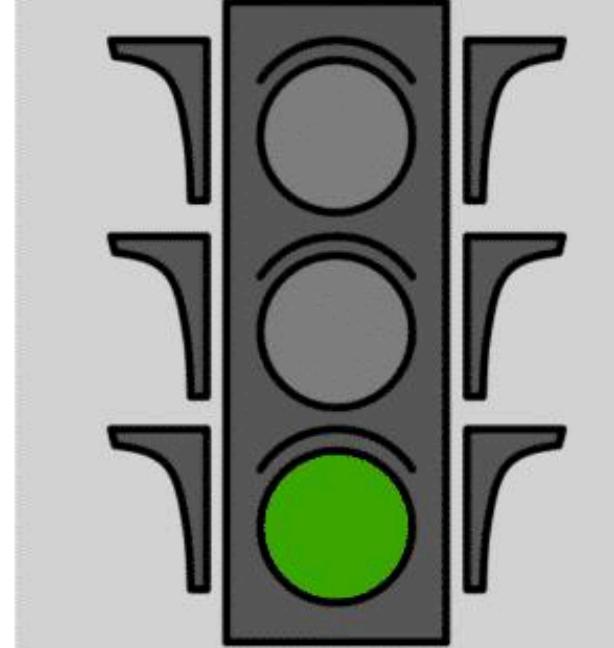
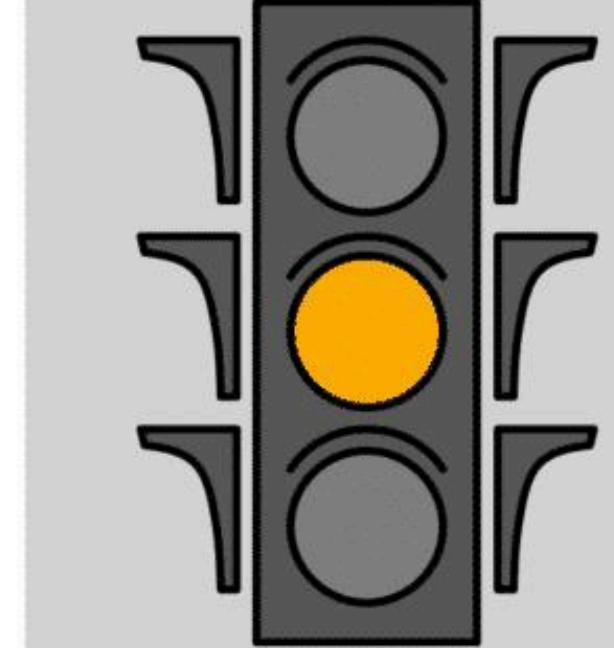
- Launched a loyalty program with over 200 sign-ups in the first three months.
- Repeat customer rate has reached 30%.



GANTT CHART



RAG Status Template

MORALE	ORG SUPPORT	RESOURCES	PROTOTYPES	TECHNOLOGY TRANSFER
<ul style="list-style-type: none">• On target• Launch of V3 went smoothly 	<ul style="list-style-type: none">• £££ required• Materials supply far more expensive than forecasted• ACTION: finance to approve request 	<ul style="list-style-type: none">• £££ required• Current resource overstretched• ACTION: finance to approve request 	<ul style="list-style-type: none">• Current collection showing real progress• Could do with more PR 	<ul style="list-style-type: none">• Requires more support from Production• Resources will be required to support adoption 

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Restaurant Set Up Project

THANK YOU
