

# FoodX Project Charter

## 1. Project Purpose

The purpose of the project is to launch FoodX the new food truck concept that provides high quality food focusing on healthy eating menu items that are quick to prepare and can be consumed easily for fast paced millennials ranging from food to beverages being provided at reasonable price.

## 2. Key Objectives

The key objectives of the project are:

1. To Launch FoodX in next 2 months
2. Achieve 200 unique customers in first month after launch
3. Achieve a customer rating of 4.5 and above on Google Reviews
4. On time and within budget, successful completion of all activities defined in the project scope, meeting the highest quality standards.

## 3. Project Scope

The project scope includes all activities that need to be performed for:

1. Market Research and Competitor Analysis
2. Menu Creation and deciding price point
3. Hiring the chefs and helper resources
4. Recipe creation and tasting to get customer feedback
5. Procuring Truck and performing customization
6. Acquiring necessary permission and licenses
7. Acquiring and installing Equipment
8. Creating Marketing and promotions strategy
9. Collaborating with various event and other partners (the hungry app, shared use kitchen or community kitchen)
10. Creating a responsive website including menu details and offers

Out of Scope: Any activity related to further expansion of food truck besides the scope defined will not be considered in current scope.

## 4. Key Stakeholders and Project Team

The key stakeholders that will form part of the Project team and their respective responsibilities have been captured below:

Key Stakeholders	Key Responsibilities
Project Manager (Food Truck Owner)	<ul style="list-style-type: none"><li>• Co-ordinating with internal and external stakeholders (vendors)</li><li>• Ensuring that all activities are completed in timely manner, meeting quality standards and within budget</li></ul>
Logistics Team	<ul style="list-style-type: none"><li>• Acquiring the necessary permissions and licenses</li></ul>

Key Stakeholders	Key Responsibilities
	<ul style="list-style-type: none"> <li>Procuring food truck, necessary equipment and ensuring installation</li> </ul>
Marketing Team	<ul style="list-style-type: none"> <li>Designing Marketing and promotions strategy</li> <li>Creating social media accounts and managing these accounts</li> <li>Creating marketing material and owning distribution of marketing material</li> </ul>
Operations Team	<ul style="list-style-type: none"> <li>Owning all the sourcing activities whether sourcing ingredients from vendors or collaborating with partners</li> <li>Collaborating with event partners to serve food on those events.</li> <li>Collaborating with other partners offered shared kitchen or community kitchen services for fees.</li> <li>Collaborating with POS vendor and owning integration of the POS system into food truck</li> </ul>
Finance team	<ul style="list-style-type: none"> <li>Defining budget for multiple cost incurring activities</li> <li>Defining the source of income and owning the process of loan approval as may be required for launch.</li> <li>Controlling the cost and funds being utilized by all departments.</li> <li>Ensuring that the cost being claimed is not increasing the defined budget</li> </ul>
Legal Team	<ul style="list-style-type: none"> <li>Contribute in abiding to the necessary regulations and safety standards.</li> <li>Ensure that payment method considers the tax norms as applicable for the state.</li> <li>Assist in loan sanction process reviewing and providing the necessary documents.</li> <li>Assist in securing necessary permission and licenses</li> </ul>
Software Development team	<ul style="list-style-type: none"> <li>Creating the responsive website that can be accessed on all digital device with capability of announcing events and accepting pre-paid orders</li> </ul>
Staff Members (including chef and helpers)	<ul style="list-style-type: none"> <li>Key personnel responsible for making food items and packing</li> <li>Ensuring kitchen is stocked with necessary ingredients and inventory</li> </ul>

## 5. WBS and Key Deliverables

The work break down structure comprises of key activities to be covered across each phase and successful completion of each phase is a milestone

Work Break Down Structure	Key Deliverables
Phase 1: Discovery	
<ul style="list-style-type: none"> <li>Market Research – Conducting SWOT analysis and Identify customer segment.</li> <li>Competitor Analysis</li> <li>Identify food truck sourcing vendor and evaluating alternatives.</li> <li>Create Budget and Financing Plan</li> <li>Cost negotiation rounds for purchasing food truck</li> </ul>	<ul style="list-style-type: none"> <li>➤ Financing plan for each cost incurring activity and defining budget</li> <li>➤ Menu with indication of items and price point</li> <li>➤ Market Research Report with insights and recommendation</li> </ul>

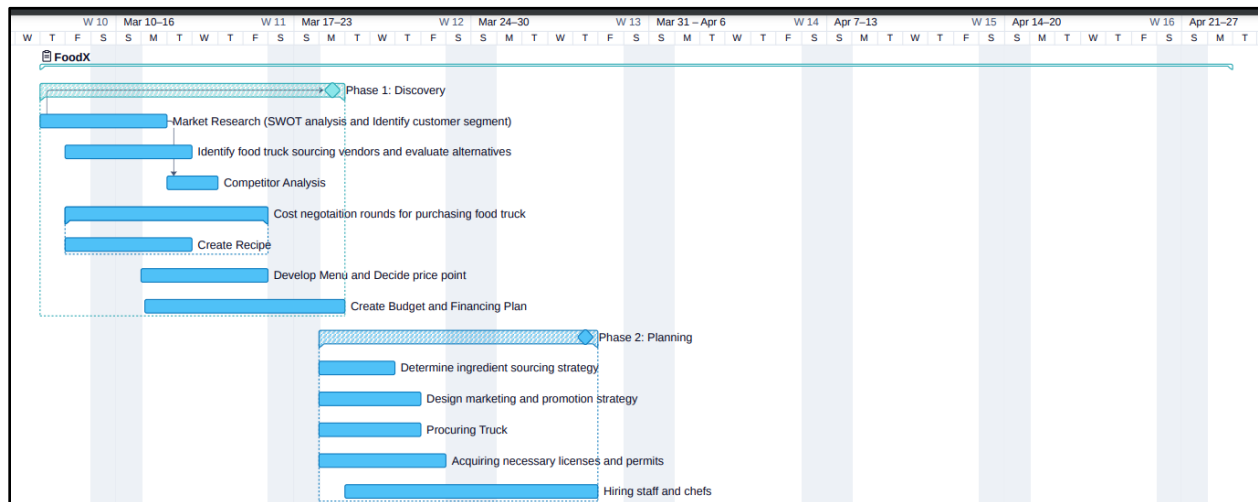
Work Break Down Structure	Key Deliverables
<ul style="list-style-type: none"> <li>• Develop Menu and Decide price point</li> <li>• Create Recipe</li> </ul>	

Work Break Down Structure	Key Deliverables
<b>Phase 2: Planning</b>	
<ul style="list-style-type: none"> <li>• Design marketing and promotion strategy</li> <li>• Acquiring necessary licenses and permits</li> <li>• Hiring staff and chefs</li> <li>• Final Agreement of payment terms and Procuring Truck</li> <li>• Determine ingredient sourcing and inventory management strategy</li> </ul>	<ul style="list-style-type: none"> <li>➤ Marketing Strategy Plan – including marketing and promotion strategy, activities involved, resources, timeline and budget required to complete these activities</li> <li>➤ Complete paperwork with necessary copies to acquire licenses and permits</li> <li>➤ Food Truck Purchase Agreement with payment invoices</li> <li>➤ Original Licenses and permits</li> <li>➤ Physical Truck in working condition</li> <li>➤ Vendor agreements for sourcing ingredients with payment terms and SLA captured in agreement.</li> <li>➤ Hiring agreements with staff and chefs</li> <li>➤ Inventory Checklist</li> </ul>
<b>Phase 3: Build and Develop</b>	
<ul style="list-style-type: none"> <li>• Collaborating with POS system vendors and integrating POS system</li> <li>• Collaborating with shared use kitchen/community kitchen or house kitchen</li> <li>• Implement marketing and promoting strategy. <ul style="list-style-type: none"> <li>○ Create and distribute the marketing material.</li> </ul> </li> <li>• Design launch material. <ul style="list-style-type: none"> <li>○ Collaborating with event partners</li> <li>○ Develop the FoodX responsive website for web and mobile.</li> </ul> </li> <li>• Training Staff</li> <li>• Truck Customization</li> <li>• Procuring and Installing equipment's in truck</li> </ul>	<ul style="list-style-type: none"> <li>➤ Vendor agreements with POS vendor with payment terms and SLA captured in agreement.</li> <li>➤ Vendor agreements with identified kitchen partners for cooking food.</li> <li>➤ Resource training schedule and training Tracker</li> <li>➤ Customized truck with all necessary equipment installed</li> <li>➤ Communication and collaboration terms finalized with event partners</li> </ul>
<b>Phase 4: Test</b>	
<ul style="list-style-type: none"> <li>• Distribute marketing material.</li> <li>• Create customer database for announcing upcoming event.</li> <li>• Testing the POS system</li> </ul>	<ul style="list-style-type: none"> <li>➤ Marketing flyers and social media posts</li> <li>➤ Testing Checklist with status and result captured for Equipment testing, POS System Testing and Responsive website testing</li> </ul>

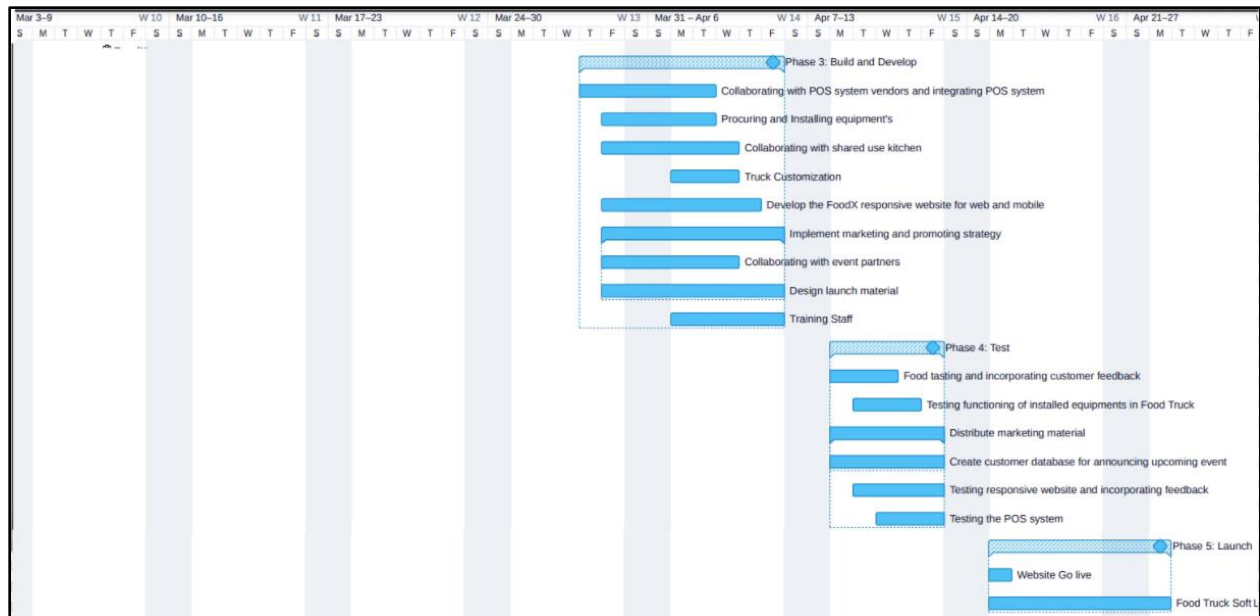
Work Break Down Structure	Key Deliverables
<ul style="list-style-type: none"> <li>Food tasting and incorporating customer feedback.</li> <li>Testing responsive website and incorporating feedback</li> <li>Testing functioning of the equipment in the food truck</li> <li>Execution of Test Launch event</li> </ul>	
<b>Phase 5: Launch</b>	
<ul style="list-style-type: none"> <li>➤ Food Truck Soft Launch</li> <li>➤ Website Go live</li> <li>➤ Operate during working hours</li> </ul>	<ul style="list-style-type: none"> <li>➤ Seeking customer feedback and requesting Google reviews</li> </ul>

## 6. Timelines

### Phase 1 to Phase 2



### Phase 3 to Phase 5



## 7. Potential Risks and Dependencies

1. Outbreak of unknown virus or pandemic that would halt the normal functioning of various dependent business partners and thus impact the launch activity.
2. New Regulation that restricts operation of food truck.
3. The occurrence of natural calamity that obstructs the normal operation and execution of planned launch activities.

## 8. Key Assumptions

1. The scope of the project is launching the food truck and hence scope of this project is not limited to launching a food truck application.
2. There are no constraints considered to onboard the Project Team indicated at the start of Charter; however, if there are budget constraints the required work can be outsourced instead of setting up a dedicated team.
3. Funds can be secured through a source of loan and other sources of funds like VC fund raising, bootstrapping etc. have not be considered.
4. Customers would be interested in consuming healthy food eating options from food truck.