

Project Plan

Project Title: Cardiff Tiffin & Bites – A Home-Based Cloud Kitchen Service in Cardiff

Prepared By: Priya Gupta

Date: 15/06/2025

1. Background to the Project

Cardiff Tiffin & Bites is a cloud kitchen initiative designed to provide home-cooked tiffin (meal) services to the local community in Cardiff. The project aims to offer fresh, affordable, and healthy meals prepared from a home-based kitchen and delivered to customers. The concept is especially relevant in today's fast-paced lifestyle where students and working professionals often struggle to find nutritious, home-style food. In addition to tiffin services, the project may cater to small gatherings and local events.

2. Risks of Not Doing the Project

- Missed opportunity to serve a growing demand for home-cooked meals
 - Inability to test and validate a potential business idea with minimal investment
 - Lack of real-world application for project management skills
 - Missed income stream and entrepreneurial experience
-

3. Project Team

- **Chef/Founder:** Myself – Responsible for food preparation, kitchen management, and menu creation
 - **Delivery Manager:** A friend – Manages delivery schedules and customer drop-offs
 - **Marketing Coordinator:** Another friend – Handles social media pages (Facebook, Instagram), and website content creation
-

4. Project Scope

In Scope:

- Tiffin service for individuals (lunch/dinner)
- Social media marketing via Instagram, Facebook
- Home kitchen-based food preparation
- Delivery within the Cardiff area
- Grocery sourcing from local stores (ASDA, ALDI)
- Catering for small gatherings/events (5–20 people)

Out of Scope:

- Large-scale catering or commercial kitchen rentals
 - Hiring external staff
 - Expansion outside Cardiff during initial launch
 - Partnerships with food delivery platforms (e.g., Uber Eats)
-
-

5. Communication Strategy

Who	What	When	Where/How	Why
Chef/Founder	Daily/weekly menu updates, order coordination, hygiene info	Every evening	WhatsApp, Instagram, Facebook, Website	Ensure coordination, share progress
Delivery Manager	Order delivery updates, feedback collection	Per Order	WhatsApp, Phone Calls	Ensure timely delivery, collect customer feedback
Marketing Manager	Promotions, social media posts, engagement content	Daily / As per campaign	Instagram, Facebook, Website	Attract new customers, retain existing ones
Chef ↔ Delivery Manager	Order volumes, delivery schedules, special instructions	Daily	WhatsApp, In-person	Coordinate timely and accurate deliveries
Chef ↔ Marketing Manager	Menu updates, customer feedback, new ideas	Weekly	WhatsApp	synchronize marketing with operations and customer preferences
Team (All)	Task assignments, grocery needs, feedback	Weekly team meeting (Sunday)	WhatsApp, Face-to-face	Stay aligned, identify improvements, plan ahead
Customers → Team	Orders, feedback, special requests	ongoing	Instagram/Facebook DMs, WhatsApp, Google Forms	Understand customer needs, improve service quality

6.Outcomes

- Provide affordable, hygienic, home-cooked tiffin meals to the local Cardiff community.
- Establish a trusted local cloud kitchen brand known for quality and reliability.
- Build a loyal customer base through consistent service and meal satisfaction.
- Gain visibility and word-of-mouth growth through social media and referrals.
- Create a foundation to expand into larger catering services in the future.

7.Outputs

- Daily preparation and delivery of tiffin meals.
- Weekly social media marketing content (posts, stories, menu updates).
- Regular grocery sourcing from local stores (ASDA, ALDI).
- Use simple order and inventory tracking tools (e.g., Google Sheets).
- Occasional catering for small local events and gatherings (up to 20–25 people).
- Customer engagement and feedback collection through WhatsApp and Google Forms.

8. Project Metrics

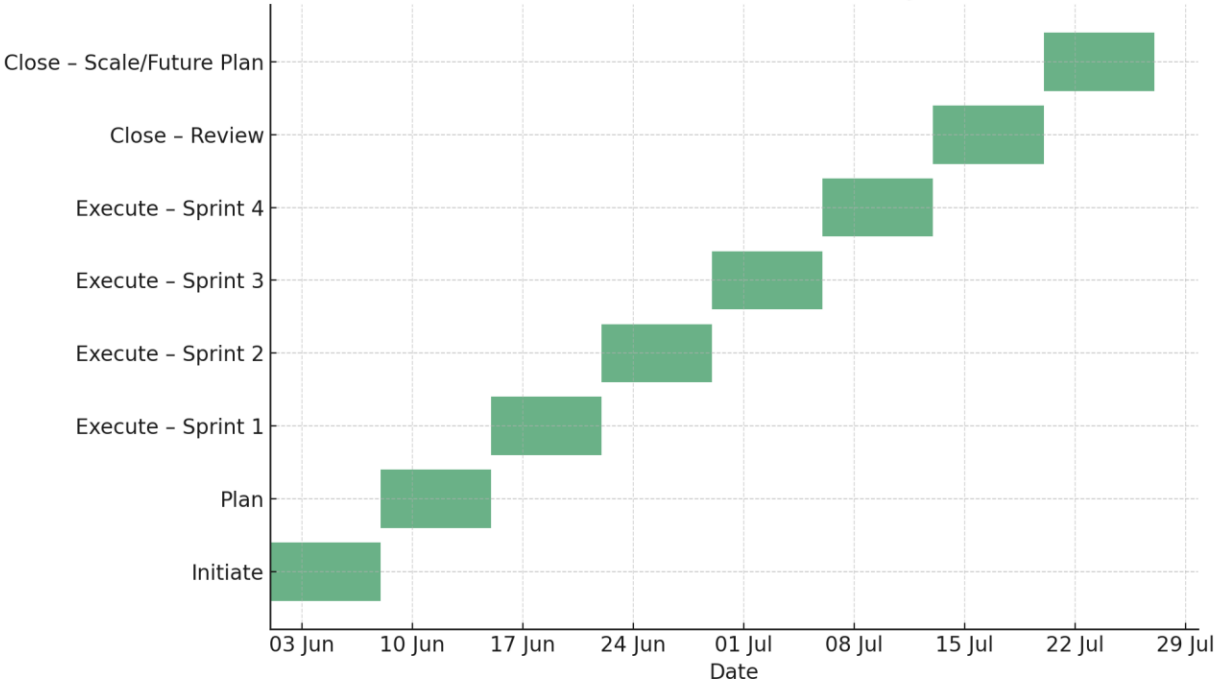
- **Customer Satisfaction:** Average rating (target: 4.5/5 or higher).
- **Delivery Performance:** Percentage of on-time deliveries (target: 90%+).
- **Weekly Order Volume:** Track growth in the number of tiffins delivered per week.
- **Profitability:** Track cost per meal vs. revenue to maintain healthy margins (target: 30%+ gross margin).
- **Social Media Growth:**
 - Follower count (target: 500+ followers in first 3 months)
 - Engagement rate (likes, shares, comments on posts)
- **Repeat Customers:** Percentage of returning customers (indicator of service satisfaction and loyalty).

9. Project Timeline

Phase	Week(s)	Dates	Milestones / Activities	Key Deliverables
Initiate	Week 1	01 Jun – 07 Jun 2025	<ul style="list-style-type: none"> - Define business goals and tiffin service model - Assign team roles - Conduct local market research 	<ul style="list-style-type: none"> - Defined project scope and goals - Roles and team list
Plan	Week 2	08 Jun – 14 Jun 2025	<ul style="list-style-type: none"> - Finalize initial menu and pricing - Set up home kitchen and delivery route - Create basic order tracker - Create social media pages 	<ul style="list-style-type: none"> - MVP menu - Grocery list - Order tracking sheet - Facebook/Instagram pages
Execute (Sprint 1)	Week 3	15 Jun – 21 Jun 2025	<ul style="list-style-type: none"> - Soft launch to friends/neighbors - Collect initial feedback - Post daily menu on social media 	<ul style="list-style-type: none"> - 5–10 trial orders - Feedback summary

Phase	Week(s)	Dates	Milestones / Activities	Key Deliverables
Execute (Sprint 2)	Week 4	22 Jun – 28 Jun 2025	<ul style="list-style-type: none"> - Refine packaging and delivery flow - Begin daily Instagram stories - Test small catering order 	<ul style="list-style-type: none"> - Updated packaging - Marketing visuals - 1 event served
Execute (Sprint 3)	Week 5	29 Jun – 05 Jul 2025	<ul style="list-style-type: none"> - Add 1–2 new dishes - Launch small discount/referral campaign - Track returning customers 	<ul style="list-style-type: none"> - Revised menu - Customer referral program
Execute (Sprint 4)	Week 6	06 Jul – 12 Jul 2025	<ul style="list-style-type: none"> - Optimize kitchen workflow - Review costs and pricing - Analyze social media growth 	<ul style="list-style-type: none"> - Workflow improvements - Social insights report
Close (Review)	Week 7	13 Jul – 19 Jul 2025	<ul style="list-style-type: none"> - Review all feedback - Analyze financials and metrics - Evaluate team performance 	<ul style="list-style-type: none"> - Final performance dashboard - Lessons learned summary
Close (Scale & Future)	Week 8	20 Jul – 26 Jul 2025	<ul style="list-style-type: none"> - Plan for scaling (e.g., part-time help or event catering) - Document SOPs (Standard Operating Procedures) - Write reflection for report 	<ul style="list-style-type: none"> - SOP document - Future roadmap - Reflective report section

Gantt Chart - Cardiff Tiffin & Bites Project Timeline



10 .Issues, Risks, and Mitigating Factors / Lessons Log

Category	Description	Impact	Mitigation / Lesson
Category	Description	Impact	Mitigation/Lesson
Risk	Inconsistent food quality	High	Use standard recipes, conduct regular quality checks
Risk	Delivery delays	Medium	Optimize routes, create time buffers
Risk	Low customer uptake	High	Use offers and community marketing
Issue	Stock shortages	Medium	Maintain a buffer and shop weekly
Issue	Time pressure during peak hours	High	Prep ingredients ahead, streamline kitchen processes
Lesson	Social media boosts engagement	Positive	Invest in good content, interact with audience
Lesson	Listening and sharing improves outcomes	Positive	Embrace collaboration, reflect regularly

11. Assumptions

- The target audience (students, professionals, and residents) in Cardiff are actively seeking affordable, home-cooked meals.
- Customers will provide honest and timely feedback to help refine the service during early iterations.
- Demand will be manageable and will not exceed home kitchen capacity during the initial 6–8 weeks.
- Social media platforms (Facebook, Instagram) will be effective in reaching and engaging the local community.
- The home kitchen meets basic hygiene and safety standards and is adequate for preparing meals at the intended scale.

12. Benefits Realization

- Low-cost home-based model proved viable
- Established a small, loyal customer base
- Built brand presence via social platforms
- Positive feedback from Neighbours and local groups

13. Reflective Summary

Through this course, I gained valuable practical knowledge of project management methodologies such as Agile, Kanban, and Waterfall. This learning helped me understand how structured planning can be applied not only in business environments but also in everyday life. By learning the formal terms, tools, and frameworks of project management, I developed greater confidence in setting timelines, defining scope, and managing risks in a real-world context—particularly within my tiffin service project.

Working collaboratively with my group significantly strengthened my communication skills. I came to understand that actively sharing ideas and, more importantly, listening to others' perspectives plays a crucial role in the success of any project. I realized that **active listening is a core skill for learning and improvement**, as it allows us to adapt our decisions based on constructive feedback, ultimately leading to better results.

One of the most insightful aspects of this experience was recognizing how often we apply project management techniques in our daily lives without even realizing it. With formal training, I can now use these techniques more intentionally in my academic, professional, and personal endeavors.

We adopted an **Agile-Inspired Lean Startup Approach**, which gave us the flexibility to evolve the project based on real customer interaction. Agile methodology allowed for continuous feedback and iteration through weekly sprints, while Lean Startup principles enabled early validation through a Minimum Viable Product (MVP). This combination ensured we remained adaptable and focused on learning throughout the day.

The most significant takeaway from this course was the central importance of communication in project success. As supported by Smedley (2025), effective communication builds alignment, trust, and collaboration within a team—qualities that proved essential in bringing our project to life.

14. List of References

Zulch, B. (2014). Communication: The Foundation of Project Success. *Procedia - Social and Behavioral Sciences*, 119, 102–111 [Online].
Available at: <https://doi.org/10.1016/j.sbspro.2014.03.012>

Highsmith, J. (2009). Agile Project Management: Creating Innovative Products. 2nd ed. Boston: Addison-Wesley.

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business.

Smedley, J (2025) An Introduction to Project Management class notes (session 5, 2025) Cardiff University