

Project Charter: Sauce and Spoon

DATE: [11/14/23]

| **Project Summary** |
| --- |
| The project aims to implement a digital menu and point-of-sale (POS) system by launching a pilot rollout of tabletop menu tablets at two restaurant locations, Sauce & Spoon North, and Downtown, in the bar area by the end of April. |

| **Project Goals** |
| --- |
| * Decrease average table turn time by at least 30 minutes by the end of Q2 resulting in decreased customer wait time * Increasing average daily guest counts by 10% in the first three months. * Cut food waste by 25% by the end of Q2 and capture staff performance. * Increase revenue by 15% in the first six months. * Raise the average check total from $65 to $75 by the end of Q2 by selling more appetizers and beverages, resulting in increased profits * Increase customer email collection by 50% in the first 12 months * Resolve all urgent technical issues reported by customers in the first three months |

| **Deliverables** |
| --- |
| * Train the staff on the new system * Menu item add-on and update feature and display item-specific coupons * Tablets to communicate specific guest requests to the kitchen directly. * Promotion of tablet menu pilot table signs and email blasts * Implementation of post dining survey to access customer satisfaction * Customisation and branding of tablet menu interface * Table turn time reports |

| **Scope and Exclusion** |
| --- |
| **In-Scope:**   * Pilot tablet rollouts at two locations, i.e. Sauce & Spoon North, and Downtown * Tablet menu design * Add new photos to website * Add rewritten and new content to website * Online ordering functionality and payment options * Staff training   **Out-of-Scope:**   * Improving the satisfaction of the kitchen staff * Payroll-reallocation * Policy Changes * Social media management * Rebranding of the company logo and colors * Implementing online chat * Online-only menu |

| **Benefits & Costs** |
| --- |
| **Benefits:**   * Improved customer retention and customer satisfaction * Increase in sales through new online ordering system * Betterr customer service. * Meets technological trends in the restaurant industry   **Costs:**   * Tablet implementation costs, training materials, maintenance costs, Website updation and menu-redesign, Table turn time |

| **Appendix:** |
| --- |
| * Table turn time is the amount of time a party occupies a table, including the time it takes to get the table ready for the next party. The average turn time at these locations is about 95 minutes for most sections and 80 minutes at the bar. * BOH(Back-of-house) * A growing amount of food waste is due to comping meals when customers send food back*. Comping* means not charging. * Tablets will integrate with existing POS systems and host software. ​​The software tracks table usage and wait lists, while the point-of-sale or POS software manages prices, tracks orders, and generates the check at the end of a meal. The tablet software should be compatible with the existing system. * Avg check total means encouraging customers to order more appetizers * Payroll reallocation: It allows the servers to cover more tables at once and spend some savings on hiring more kitchen staff to meet higher demand.   Figure out how the tablets impact table turn time and changes in revenue, to determine how much cost is available to hire more kitchen staff.   * Metrics for decreasing employee burnout and turnover are not yet determined.   To be discussed with Carter.   * Misalignments on policy changes. Excluded from the scope of the project. * Work on Defining metrics to improve the satisfaction of the kitchen staff with Carter. |
|  |