**Halawani Bros Communication Plan**

**Key Elements of the Communication Plan:**

1. **Purpose:**

* Ensure all stakeholders are informed, aligned, and engaged in the decision-making process to avoid delays or misunderstandings.

1. **Objectives:**

* Provide timely updates on project progress, especially with sourcing sesame seeds and meat for production lines.
* Maintain transparency with senior management and external suppliers to avoid disruptions.

1. **Content:**

* **Progress Reports:** Weekly updates on milestones for tahini and processed meat production, supplier agreements, and financial performance.
* **Issue Resolution:** Immediate communication when risks or delays occur, especially regarding raw material procurement and production schedules.

1. **Frequency & Methods:**

* **Daily Stand-ups:** For critical stakeholders such as the Operations Manager and Procurement Manager.
* **Weekly Reports:** For financial stakeholders, production teams, and senior management.
* **Monthly Updates:** For the Board of Directors and warehouse/logistics teams.

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| **Stakeholder** | **Role** | **Involvement Level** | **Preferred Communication** | **Frequency** | **Purpose/Key Messages** | **Communication Method** |
| **CEO** | Project Sponsor | High | Strategic decisions, progress updates | Weekly or as required | Discuss project milestones, key decision points, and overall project health | Email updates, scheduled meetings |
| **Operations Manager** | Project Manager | High | Daily progress updates, issue resolution | Daily | Ensure production continuity, address supply chain issues, and ensure milestones are being met | Daily stand-ups, email, phone calls |
| **Procurement Manager** | Supplier Sourcing & Purchasing | High | Supplier negotiation and sourcing updates | Weekly or more frequently during key stages | Discuss supplier contracts, sesame and meat sourcing, ensure timely procurement, mitigate supply risks | Emails, status meetings |
| **Finance Director** | Budget & Financial Planning | High | Financial health, cost management updates | Weekly | Track project financials, discuss cost impacts from imports, USD management, and ensure project stays within budget | Financial reports, weekly calls, in-person meetings |
| **Production Team** | Manufacturing Process | Medium | Supply and production updates | As needed | Keep informed about raw material availability and production schedules | Email updates, operational meetings |
| **Marketing Team** | Product Promotion and Sales | Medium | Product availability and sales strategy | Bi-weekly or as needed | Provide product availability updates, help prepare for marketing campaigns based on production status | Email updates, marketing strategy meetings |
| **Warehouse Staff** | Storage and Logistics | Low | Supply chain and inventory management | Monthly or as needed | Inform about incoming stock, storage requirements, and potential supply delays | Brief emails, monthly warehouse coordination meetings |
| **Board of Directors** | Corporate Governance | High | Project performance and strategic alignment | Monthly | Provide high-level updates on project impact on business performance, profitability, and long-term strategy | Executive summary reports, quarterly board meetings |
| **External Suppliers** | Raw Material Providers | High | Delivery schedules, contract terms | As per delivery milestones | Ensure clear communication of supply needs, confirm deliveries, and manage contract obligations | Email, scheduled supplier meetings |