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| **Carpet Packing - Proposal** |

**Version tracking**

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| Version | Date | Summary of changes | Initials |
| 0.1 | 7th September 2024 | Document creation | Y.Sh. / A. Th. / A.M. / D. S. / M. S. |
| 0.2 | 7th September 2024 | Updating scope of work | Y.Sh. / A. Th. / A.M. / D. S. / M. S. |

# Project Information

## Project Title

Solving the production line of Tahini line and Processed meat in Helwani Bros Company.

## Course/Track:

Google Project Management

## Team Members

1. Yara Shoukry
2. Ali Mohamed
3. Mohamed Sobeih
4. Ahmed Tharwat
5. Doaa Samir

# Project Overview

## Objective

To stabilize Helwani Bros’ supply chain and enhance production capabilities by sourcing alternative suppliers, optimizing financial management, and ensuring the continued production of key product lines like tahini and processed meats. The project aims to minimize production downtime, manage increased costs from new regulations, and develop customer retention strategies.

## Scope of Work

* Identify and secure at least two alternative suppliers for sesame seeds and imported meats within 6 months.
* Negotiate better payment terms with suppliers to reduce reliance on upfront dollar payments.
* Reinstate production of tahini and processed meat lines by improving the sourcing of key ingredients.
* Implement a customer loyalty program to retain a minimum of 25% of the customer base affected by product shortages.
* Launch two new locally sourced products to diversify product offerings by the end of the year.
* Introduce cost-saving measures in production to mitigate increased expenses caused by new regulations.
* Collaborate with the finance department to monitor the project budget and manage increased import costs.

# Problem Statement

Helwani Bros, a well-established food production company, is facing multiple challenges due to a new law requiring the use of imported meat in processed products, resulting in higher costs and a halt in production. Additionally, the company is experiencing a severe shortage of sesame seeds due to import restrictions and a mandate to pay in advance in U.S. dollars. These issues have disrupted production lines for tahini and processed meats, leading to customer dissatisfaction and lost revenue. The company needs a strategic plan to overcome these challenges, stabilize the supply chain, and regain market confidence.

## Impact

By addressing these supply chain and production challenges, Helwani Bros will regain stability in its operations and customer trust. Stabilizing the supply chain will allow the company to:

* Resume production of key products, increasing revenue streams.
* Reduce reliance on high-cost imports by negotiating better terms.
* Diversify product offerings, creating new revenue opportunities and helping Helwani Bros enter new markets.
* Build customer loyalty through expanded product lines and better availability.

## Effect

The project will positively affect both customers and internal operations:

* Customers will benefit from more consistent product availability, particularly for high-demand items like tahini and processed meats. The new customer loyalty program will also increase customer satisfaction and brand loyalty.
* Carpet producers (potential new customers) will have access to more affordable, high-quality packaging solutions due to the improved operational efficiency.
* Internal teams will benefit from improved production workflows, better supplier relationships, and streamlined financial processes, allowing for more efficient operations.

# Proposed Solution

## Technologies Used

Microsoft office: Word / Excel