# **Project Purpose/Justification**

Helwani Bros, a company specializing in food products, is facing significant challenges due to a new law mandating the use of imported meat for processed products and a shortage of sesame seeds, critical for tahini production. The main objectives are to stabilize the supply chain, resume production of halted product lines, and manage cost increases due to import restrictions. The project aims to ensure the company can continue meeting market demands and maintain customer satisfaction.

# **Project Objectives (SMART Goals)**

**Supply Chain Optimization**:

* Secure alternative suppliers for sesame seeds and imported meats within the next 6 months.
* Reduce product shortages by 50% and improve production efficiency by 30%.
* Ensure compliance with the new import laws while minimizing cost increases.

**Production and Financial Management:**

* Resume production of tahini and processed meats by improving sourcing.
* Decrease upfront dollar payment requirements by 20% through renegotiation with suppliers.

**Customer Engagement and Retention:**

* Launch a customer loyalty program within 3 months to retain at least 25% of the customer base affected by product shortages.
* Introduce two new locally sourced products by the end of the year to diversify product offerings.

# **Key Deliverables**

* Alternative supplier contracts for sesame and meat.
* Improved financial payment systems to reduce upfront costs.
* Relaunch of product lines (tahini, processed meats) with new sourcing.
* A customer loyalty program to maintain and grow the customer base.
* Introduction of locally sourced product alternatives to expand offerings.

# **Project Scope**

* This project includes securing alternative suppliers, adjusting production lines, and improving financial terms with suppliers.
* Focus will be on relaunching halted product lines and introducing new products.
* The project excludes expanding production to additional product categories not related to sesame or meat.

# **Milestones**

* Month 1-2: Identify alternative suppliers for sesame and meat.
* Month 3: Launch customer loyalty program.
* Month 4-5: Resume tahini and meat production.
* Month 6: Introduce two new locally sourced products.

# **Budget**

Projected Costs:

* To be determined based on supplier renegotiations and production adjustments.

# **Risks**

* Supply chain delays due to global shipping constraints.
* Rising costs due to currency fluctuations and import restrictions.
* Customer dissatisfaction if production delays persist.

# **Risk Mitigation**

* Diversifying the supplier network to reduce dependency on specific regions.
* Maintaining transparent communication with customers regarding product availability.
* Implementing cost-saving measures in production to offset increased import costs.

# **Project Team**

* CEO (Sponsor)
* Operations Manager (Project Manager)
* Procurement Manager
* Finance Director
* Marketing and Sales Team
* Production Team