

Final Project Plan: Creating a Local Coffee Shop

Project Manager: Ambio Mohamed

Course: DSOM-443

Project Duration: Sept 2025 – Dec 15, 2025

Budget: \$25,000 target (Estimated use: ~\$21,520)

Executive Summary

For this project, I am acting as the project manager responsible for overseeing the complete planning and launch of a community centered coffee shop in Kansas City by December 15, 2025. The project goal is to bring the owner's vision of a warm, people centered space to life while also staying within the total budget of \$25,000. This project allows me to apply project management concepts to a business setting and gives me hands on experience in budgeting, stakeholder communication, scheduling, and risk planning. As stated in the executive summary I prepared earlier in the semester, this project also provides creative freedom and professional development as I learn what it takes to manage a full business launch.

Scope Checklist

The project scope clearly outlines what will be completed before the grand opening. According to the scope of work, the objective is to launch a small, welcoming coffee shop that offers a curated menu of high quality drinks and pastries, meets ADA requirements, and seats around 25 guests. The deliverables include market research, a budget dashboard, menu and supplier lists, an interior layout, a hiring plan, a marketing calendar, a project timeline, and financial projections.

These elements were chosen because each one directly supports the owner's expectations and ensures that nothing critical is overlooked before the shop opens. The exclusions such as long term lease agreements and post launch operations were included on purpose to prevent unnecessary expansion of responsibilities. These limits keep the project realistic and focused on what can reasonably be accomplished in one semester and within the budget.

Stakeholder Register and Analysis

The stakeholder list includes everyone who has influence on the project. The shop owner and I hold the highest level of power and interest because we guide the project and make final decisions. Suppliers are prioritized because they determine inventory availability and pricing. The interior designer, marketing consultant, baristas, cashier, and the health inspector all hold different levels of importance based on their involvement during each phase. I chose these stakeholders because each one contributes directly to the timeline and quality of the final product. For example, the health inspector does not participate throughout the entire project, but their approval is essential before opening. Customers are included as stakeholders because creating a space that reflects community needs is part of the project objective. The engagement levels were determined by reviewing who requires consistent communication, who needs periodic updates, and who only needs information at specific milestones.

Engagement levels were also selected based on the amount of communication each stakeholder requires to stay aligned with project expectations. High interest stakeholders like the owner and

project manager (myself) must remain informed weekly to make those timely decisions and prevent rework. Suppliers need consistent updates during procurement to avoid shortages or delivery conflicts. Meanwhile, stakeholders like staff and the health inspector become more engaged in the later phases of the project as their responsibilities become more prominent. These distinctions help ensure resources and communication are focused where they provide the most value, reducing risk and maintaining control over the scope, schedule, and budget.

Communication Plan

The communication plan explains when and how each stakeholder receives updates. The communication methods were selected based on both efficiency and documentation needs. Email is preferred for formal updates because it creates a clear record of decisions, changes, and approvals important for accountability and auditing purposes. In person communication is reserved for meetings that require collaboration or visual review, such as layout discussions with the designer. Quick channels like text are assigned to training staff because they need immediate feedback during the onboarding period. This differentiated structure ensures every stakeholder receives communication in the format that best supports their responsibilities while reducing misunderstandings that could affect cost, quality, or readiness for opening.

I chose email and in person communication for the shop owner because it maintains professionalism and provides clear documentation. For example, weekly reports are necessary for the project manager and internal team so that everyone remains on track with the schedule and deliverables. Training staff communicate through text and in person meetings because they need quick feedback and direct instructions during the onboarding process. The health inspector only needs formal updates right before opening. Customers receive information through social media because it builds excitement and creates early engagement. These methods and time frames align with best practices in project management by giving the right level of communication to the right people at the right time.

Work Breakdown Structure

The work breakdown structure divides the project into planning, design, execution, and closure. I created these groupings because they follow a clear order that matches how real business openings occur. The planning phase focuses on research, budgeting, and supplier agreements. The design phase includes layout and ADA review. The execution phase covers purchasing equipment, marketing, hiring, training, and preparing for inspections. The closure phase includes final checks, soft opening tasks, and the official grand opening. Every task in the breakdown structure supports one of the project deliverables listed in the scope of work. This approach helps maintain organization and sets a clear path for scheduling and budgeting decisions.

Project Schedule

The project timeline runs from September 2025 through December 15, 2025. I scheduled the market research and financial planning for September because early information is needed for later decisions. The layout approval deadline of October 15 ensures that equipment purchasing and setup will not be delayed. Marketing begins November 1st to give the community enough time to become familiar with the brand. Hiring and training must be finished by November 20 to prepare for the health inspection and soft opening in early December. The schedule reflects realistic time requirements and follows the dependencies shown in the work breakdown structure.

The schedule was also influenced by seasonal and academic timing. Because this project is designed within the fall semester, the timeline had to fit within a three month window without compromising quality. Staffing tasks were placed toward November because this aligns with typical hiring periods in the retail and food service industries, increasing the likelihood of finding qualified baristas and cashiers. Marketing tasks were intentionally positioned six weeks before opening to maximize visibility and engagement during a period when customers are planning holiday outings. These timing considerations add realism to the schedule and strengthen the overall launch strategy.

Project Budget

The estimated budget for the entire project is around \$ 21,520 which stays under the total limit of \$25,000. Labor costs were assigned to myself, designers, technicians, and marketing staff. Material costs include furniture, fixtures, coffee equipment, and marketing materials. Miscellaneous costs cover inspection fees, promotional items, and contingency needs. I calculated costs based on realistic pricing and ensured that the majority of the budget went toward essential equipment needed to operate the shop. This budgeting method mirrors the priorities outlined in the work breakdown structure and supports the owner's expectations for a professional and efficient launch.

The largest portion of the budget was assigned to equipment and furniture because these items are essential for operations and directly impact customer experience. Espresso machines, grinders, and refrigerated cases have high upfront costs, but they are non-negotiable for producing quality drinks and maintaining consistency. Similarly, seating and décor were budgeted carefully to create the warm, community centered environment described in the project objective. Allocating significant funding to these categories ensures the shop opens with high operational standards and aesthetic appeal that once again aligns with the owner's expectations.

Risk Register and Analysis

The risks identified in the register range from scheduling delays to budget issues to regulatory problems. I selected these risks because each one has a realistic likelihood of occurring and would affect key project objectives. The highest scoring risks include equipment delivery delays and failing the health inspection because neither can be avoided and both would block the opening. Training delays and budget overruns were also ranked as medium risks due to their potential to affect quality and timing.

I chose to use mitigation instead of avoidance because these tasks are essential and cannot be removed from the project. For example, equipment procurement cannot be avoided, so the most realistic path is to mitigate by ordering early and confirming delivery timelines. Similarly, health inspections are mandatory, so mitigation through pre inspection checklists is the most effective response. Lower level risks like supplier quality issues are easier to manage through consistent communication and backup vendors. This tiered approach ensures that high impact risks receive the strongest controls while still monitoring lower level risks that could accumulate into larger problems down the line.

Conclusion

This project allowed me to combine everything I learned throughout the semester into one complete plan. It strengthened my skills in scheduling, budgeting, communication, stakeholder analysis, and risk management. Building a project from start to finish also helped me understand what it feels like to act as a project manager in a real business setting. Completing this plan adds value both personally and professionally because it gives me a portfolio ready example of my ability to manage a business initiative. It also gave me the opportunity to create something meaningful that reflects both the client's vision and my standard of work.

Scope of Work Checklist

Project Objective:

Launch a community centered coffee shop in Kansas City by December 15, 2025, and given a total project budget of about \$25,000

Product Scope Description:

A welcoming, small format coffee shop that's offering a curated menu of high quality drinks and in house pastries, designed to reflect both the client's vision and the project manager's creative input

Justification:

1. This project serves as a professional and educational opportunity to apply project management principles in a real-world business setting
2. Allows exploration of personal interest in coffee shop culture and potential career fit in project management.

Deliverables

- Market research report
- Excel dashboard with budget vs. cost comparisons
- Finalized menu and supplier list
- Interior layout and design concept
- Hiring plan for baristas and cashier staff
- Marketing calendar
- Project timeline with roles
- Financial projections and revenue model

Milestones

- Complete market research by September 25

- Finalize budget and supplier contracts by October 5
- Approve interior design / layout by October 15
- Launch marketing campaign by November 1st
- Hire and train staff by November 20
- Grand opening by December 15

Technical Requirements

- Shop must meet local health and safety codes
- Equipment must support espresso, drip coffee, and pastry production
- POS system must integrate with inventory and financial tracking
- Seating capacity for about 25 guests with ADA compliance
- Wi-Fi and outlets available for customer use

Limits and Exclusions

- Construction and permitting handled by different contractor
- Owner responsible for long term lease and legal filings
- Project manager not responsible for post launch operations
- Menu limited to drinks and pastries

Acceptance Criteria

- Client (shop owner) signs off on final plan, budget, and launch timeline.
- The project is considered complete when the coffee shop opens to the public and meets initial

Stakeholder Register & Analysis

Stakeholder's Name (listed by priority)	Position	Preferred Communication Method	Location	Role	Major Requirements & Expectations		
Client / Shop Owner	Investor / Owner	Email & in person	Kansas City	Sponsor	On schedule launch by Dec 15; within \$25k budget; welcoming space		
Project Manager (me)	PM Lead	Email / weekly calls	Kansas City	PM	Deliver project scope; track costs vs budget		
Interior Designer	Contractor	Email / design review meetings	Local	Specialist	Approved design/layout by Oct 15; ADA compliance		
Marketing Consultant	Contractor	Weekly email / Zoom	Remote	Consultant	Marketing campaign launched by Nov 1		
Supplier #1	Coffee Beans Vendor	Email & purchase orders	Local	Supplier	Timely supply of beans; consistent quality		
Supplier #2	Pastry Ingredients Vendor	Email & invoices	Local	Supplier	Reliable deliveries; cost alignment		
Baristas (2-3)	Staff	Text & in person training	Kansas City	Execution	Training complete by Nov 20; consistent service		
Cashier	Staff	Text & in person	Kansas City	Execution	Accuracy in transactions trained by Nov 20		
Health Inspector	City Official	Formal communication	Kansas City	Regulator	Shop must pass inspection before launch		
Customers (local community)	End users	Social media & feedback forms	Kansas City	Beneficiaries	Create welcoming atmosphere; high quality drinks/pastry		

Stakeholder	Project Phase of Interest	Internal/External	Supportive/Neutral/Resistant	Power (1-5)	Interest (1-5)	Key Stakeholder
Shop Owner	All phases	Internal	Supportive	5	5	Yes
Project Manager (me)	All phases	Internal	Supportive	5	5	Yes
Interior Designer	Design phase	External	Supportive	3	4	No
Marketing Consultant	Planning & Launch	External	Supportive	2	4	No
Supplier #1	Procurement	External	Neutral	3	3	Yes
Supplier #2	Procurement	External	Neutral	3	3	Yes
Baristas	Training & Launch	Internal	Supportive	2	4	No
Cashier	Training & Launch	Internal	Supportive	2	4	No
Health Inspector	Pre-Opening	External	Cautious	4	3	Yes
Customers	Post launch	External	Neutral/Supportive	1	5	Yes

Stakeholder	Current Engagement	Desired Engagement
Shop Owner	Supportive	Leading
Project Manager (me)	Leading	Leading
Interior Designer	Turn from neutral to supportive	Supportive
Marketing Consultant	Supportive	Leading
Supplier #1	Neutral	Supportive
Supplier #2	Neutral	Supportive
Baristas	Cautious	Supportive
Cashier	Cautious	Supportive
Health Inspector	Neutral	Supportive
Customers	Unaware	Supportive

Communication plan:

What Information	Target Audience	When?	Method of Communication	Provider
Milestone report	Shop Owner (Client)	Biweekly	Email and in person	Project manager (me)
Project status reports & agendas	Shop Owner & Project manager (me)	Weekly	Email and hardcopy	Project manager (me)
Staff readiness reports	Project manager (me) & Team	Weekly	Email	Team Recorder
Issues report	Project manager (me) & Owner	Weekly	Email	Team Recorder
Escalation reports	Shop Owner & Project manager (me)	When needed	Meeting and hardcopy	Project manager (me)
Supplier performance	Shop Owner & Project manager (me)	Monthly	Meeting & email	Project manager (me)
Training progress	Project manager (me) & Staff	Weekly until Nov 20	In person & text	Training Lead / PM
Accepted change requests	Owner, PM (me), Staff, Suppliers	Anytime	Email and hardcopy	Design Department
Health inspection updates	Shop Owner & Health Inspector	Pre-opening	Formal communication	Project manager (me) & Owner
Marketing & community engagement	Customers & Community	Weekly (Nov-Dec)	Social media & reports	Marketing Consultant

Stakeholder / Audience	Explanation
Shop Owner (Client)	Shop owner funds the project and requires consistent milestone and budget updates. Formal methods (email/in person) provide accountability
Project Manager	Project manager (me) oversees all tasks and must receive weekly updates to stay aligned with scope, cost, and timeline
Team (PM & Staff)	Team members need clear weekly status reports to remain coordinated, Communication through email ensures documentation
Suppliers	Suppliers must be updated on purchasing schedules and quality expectations. Having meetings and emails prevent supply issues
Training Staff	Training staff require frequent communication (text/in person) for clarity during onboarding before launch
Health Inspector	The health inspector only needs communication before opening, Through formal methods ensure regulatory compliance
Customers & Community	The community (end customers) should be reached via social media and reports to build excitement and gather feedback before and after launch

WBS & SCHEDULE :

Level 1	Level 2	Level 3
1 - Local Coffee Shop	1.1 - Planning & Design	1.1.1 - Site Finding & The Lease Approval
	1.2 - Procurement & Construction	1.1.2 - Business Licensing & Permits
	1.3 - Staffing & Training	1.1.3 - Interior Design & Layout Approval
	1.4 - Marketing & Community Outreach	1.1.4 - Menu Development (Drinks & Pastries)
	1.5 - Project Management	1.2.1 - Equipment & Furniture Procurement
		1.2.2 - Construction & Renovation (Plumbing, Electrical, Paint)
		1.2.3 - Health & Safety Compliance Setup
		1.3.1 - Hire Baristas & Cashiers (3–4 Staff)
		1.3.2 - Conduct Training Program (By Nov 20)
		1.3.3 - Final Readiness Check Before Opening
		1.4.1 - Social Media & Launch Campaign (Nov-Dec)
		1.5.1 - Close Out Meeting

Levels assumptions Explaining:	Project Manager:
1. The coffee shop will open by December 15 and be within a \$25,000 budget.	The project manager (me) will oversee scheduling, cost control, communication, and coordination between all stakeholders.
2. All contractors and suppliers are local to Kansas City for efficiency and cost savings.	Key milestones include: Project Kickoff Meeting, Weekly progress update, Final inspection & Readiness Report
3. Staff will be hired by early November to allow time for training before the opening.	
4. Marketing will start six weeks prior to launch to build anticipation within the community.	
5. Final close out meeting will take place to clarify any last minute dissatisfaction and concerns before fulfilling the agreement.	

Project Schedule::

Levels (ID)	Task	Owner	Duration (Business Days)	Start	Finish
1.1.1	Site finding and lease	PM (me) / Real Estate	10	10/20/2025	10/31/2025
1.1.5	Financial plan and break even analysis	Finance	5	10/20/2025	10/24/2025
1.5.2	Risk register and mitigation plans	PM (me)	5	10/20/2025	10/24/2025
1.1.4	Menu development and supplier testing	Ops / Chef	12	10/27/2025	11/11/2025
1.1.2	Business licensing and permits	Operations	15	10/27/2025	11/16/2025
1.1.3	Interior design and layout approval	Designer	8	11/3/2025	11/12/2025
1.2.2	Construction and renovation (plumbing, electrical, paint renew)	Contractor	20	11/13/2025	12/10/2025
1.2.1	Equipment and furniture procurement	Procurement	15	11/17/2025	12/9/2025
1.2.4	Vendor contracts and delivery schedule	Procurement	8	11/17/2025	11/26/2025
1.2.5	Site inspection and punch-list completion	PM (me) / Contractor	4	12/11/2025	12/16/2025
1.2.3	IT and safety compliance setup	IT / Safety	5	12/15/2025	12/19/2025
1.3.1	Hire baristas and cashiers	HR	12	11/3/2025	11/18/2025
1.3.3	Develop SOPs and job aids	Ops / Trainer	7	11/19/2025	11/27/2025
1.3.2	Conduct training program (2 weeks)	Training Lead	10	12/8/2025	12/19/2025
1.3.4	Final readiness check before opening	PM (me) / Ops	2	12/18/2025	12/19/2025

Launch Day: 12/25/2025

1.4.1	Social media and launch campaign	Marketing	20	10/27/2025	11/21/2025
1.4.2	Local partnerships and PR outreach	Marketing	10	11/24/2025	12/5/2025
1.4.4	Loyalty program and sign-up materials	Marketing	6	12/1/2025	12/8/2025
1.4.3	Grand opening event planning	Marketing / Ops	6	12/8/2025	12/15/2025
1.5.1	Project schedule and on the side milestones tracking	PM (me)	Continuous/Weekly	10/20/2025	12/19/2025
1.5.3	Weekly status reports and stakeholder meetings	PM (me)	Continuous/Weekly	10/20/2025	12/19/2025
1.5.4	Close out meeting and lessons learned	PM (me)	1	12/19/2025	12/19/2025

Risk Register & Analysis:

Description of Risk	WBS Reference	Project Objectives Impacted	Probability	Impact	Risk Matrix Score	Risk Rating	Threat Response	Threat Response Plan	Owner
Market research inaccuracies	1.1	Scope	3	3	9	MEDIUM	Mitigate	Expanded meetings & benchmarking	PM (me)
Supplier contracts delayed	1.3	Schedule/Budget	3	2	6	LOW	Mitigate	Multiple vendors & early negotiation	PM (me)/Owner
ADA compliance failure	2.1	Completion	2	3	6	LOW	Mitigate	Early ADA check & adjust layout	Interior Designer
Furniture/layout delays	2.2	Schedule	3	2	6	LOW	Mitigate	Weekly reviews & Having backup options	Designer/PM (me)
Equipment delivery delays	3.1	Schedule/Completion	4	3	12	MEDIUM	Mitigate	Confirm delivery & Rent out equipment	PM (me)
Marketing underperforms	3.2	Scope	3	2	6	LOW	Mitigate	Targeted ads & Invite influencers	Marketing Consultant
Training delays	3.3	Completion/Scope	3	3	9	MEDIUM	Mitigate	Early training & SOPs	PM (me)/Owner
Fail health inspection	3.4	Completion	3	4	12	MEDIUM	Mitigate	Pre-inspection checklist	PM (me)/Inspector
Low turnout at opening	4.1	Scope	3	2	6	LOW	Mitigate	Promotions & Customer outreach	Marketing Consultant
Budget overrun	4.1	Budget	3	3	9	MEDIUM	Mitigate	Cost tracking; likely cut budget for decor	PM (me)
Owner dissatisfaction	4.2	Scope/Schedule	2	3	6	LOW	Mitigate	Weekly updates	PM (me)
Supplier quality issues	4.2	Scope/Completion	3	2	6	LOW	Mitigate	Many Quality checks	PM (me)