

Project Charter: Tablets Menu Project Proposal

DATE: 22/08/2022

| **Project Summary** |
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| This project is implementing a digital menu and point-of-sale (POS) system to reduce costs of staffing, order size and amount, improving customer satisfaction and retention, and providing timely and quality service by introducing a pilot tablet menu service at their resturants. |

| **Project Goals** |
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| * Pilot Roll out the new menu tablet service in the bar section of North and Downtown restaurant at the beginning of second quater. * Increase appetizer/cocktails sales at 10% using add-on and offering cupons at North restaurant at the end of June. * Increase appetizer/cocktails sales at 20% using add-on and offering cupons at Downtown restaurant at the end of June. * Increased average check value from $65 to atleast $75 by selling more 15% appetizers and beverages at the end oth the June. * Decrease the average table turn time by about 30 minutes which increase the average daily guest counts by 10%. * Reducing food waste by 25% at the end of the June through pilot service by communicate specific guest requests to the kitchen more directly. * Develop and implement training plan for the staff anout new service and system. * Decrease the number of negative customers satisfaction reviews and reduce the burnout of the front house employees. |

| **Deliverables** |
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| * Tablets installed in the bar area of two restaurant locations. * Clear data points to track metrics * Software design and information * Menu layout and information * Build a communication pipeline between customer and kitchen * A plan to train the staff on the new system. * Software integrated with older ones. |

| **Scope and Exclusion** |
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| **In-Scope:**   * Hardware and software implementation * Menu Design and layout * Maintaince at the end of the year * Websie update * Training Material * Report on data analysis of this project   **Out-of-Scope:**   * Company’s Policy Change |

| **Benefits & Costs** |
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| **Benefits:**   * Increase in company’s profit * Increase in order sizes and amount * Improve customer satisfaction and retention * Timely and quality service to the customer * Decrease in negative customers satisfaction reviews * Reduce the ‘Burnout’ of the front-end employees. * Customer Digital Experience   **Costs:**   * Training Material and fees - $10,000 * Hardware and Software implementation - $30,000 * Maintaince (It fees through EOY) - $5,000 * Updated website and new design fees - $5,000 * Other customization fees - $550 |

| **Appendix:** |
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| * The Payroll reallocation was discussed but still not a goal due the uncertainty. As discussed with Deanna (Email: Project Goals) and Alex (Meeting: Decreasing Guest Time) we need more data to create a clear and measurable goal. * Raising the average check total will be an answer about the plan to encourage customers to order more appetizers by a 15% average. Alex (General Manager, Downtown) believes that can increase in 20% when Gilly (General Manager, North) believes that will not have any increase at his restaurant due the public. * The goal “Reduce guest wait time'' was canceled due its correlation with the goal “Decrease the overage table turn time by 30 minutes” and can be measured by this point. This alignment was discussed in a meeting with Alex, Gilly and informed Deanna. * A new goal may be added by the Carter (Executive Chef) provides measuring satisfaction metric for kitchen staff but drop it by Peta (Project Manager) to find a way to work it into the plan and provide specific metrics. |