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MANAGEMENT PLAN (PRET A MANGER CAFE)

Introduction

Project management is the strategic alignment of the policies of the organization to deliver maximum value to the customers, company and stakeholders. In this report, a management plan will be prepared for Pret a manger cafe for its digital transformation. The project management plan prepared in this report will try to ensure reduced cost, improved efficiency, optimum utilization of the resources and also mitigating risks for the company. This report will discuss the challenges faced by Pret a manger in the digital era. An in-depth analysis of stakeholder engagement will also be done in this report. The various theories and concepts of PPM will also be discussed in this report and based on the report an appropriate methodology will be suggested for the company.

Company overview - Pret a manger is a cafe that is headquartered in London. The cafe was established in 1986. The cafe serves freshly prepared organic coffee and food. The company has over 400 cafes in the UK. It has cafes in other countries such as Hong Kong, France and the US.

Challenges for Pret A Manger in the digital era

Challenges

The biggest challenge of the digitalization of Pret a manger is the thought and beliefs of the management that digitalization will reduce face-to-face contact with the customers which will also impact their business. However, digitalization will increase customer satisfaction and increase the revenue of the cafe. The implementation of digital technologies require increased technology know-how which is lacking with Pret a Manger. The company is also facing digital security threats. The company is facing coordination issues among its department which requires a proper digitalization strategy. The company is also lacking a proper digital infrastructure to support new technology in the organization.

Impact on project management

The project management plan for Pret the Manger will help the company to plan and implement a proper digitalization strategy which will help the company to develop the digital infrastructure of the company (Ford & Lyneis, 2020). The project management plan will address the digital transformation gap the company is facing at present. The project management plan will help the company to achieve the optimum level of growth and increase in profitability of the company. The project management plan will help in increasing the coordination among the different departments of the cafe with proper digitalization. The project management plan will ensure proper value generation for the stakeholders from the digitalization of the company (Takagi & Varajão, 2020).

Greater emphasis on stakeholder engagement and management

The project management plan has to be prepared in such a way that the needs and demands of the stakeholders are met successfully. The project management should adopt an approach where all the stakeholders such as the investors, owners, customers and employees are

properly integrated with the company. The power and the interest of the stakeholders have to be properly managed in such a way that their needs are prioritized in the project management plan. The project management plan has to be implemented which will help increase the engagement of the stakeholders with the business and also build a better relationship with them.

PPM Theories and Concepts

Concept of PPM and its value in project management for Pret a Manger

The PPM (project portfolio management) is a formal approach that can be used in project management by Pret a Manger to identify, coordinate, and monitor the project in such a way that aligns with the goals and needs of the organization. This approach should be able to solve the issues faced by Pret a Manger and provide solutions in such a way that generates maximum value for the company and its stakeholders. The PPM follows a top-down approach. The PPM will address the gap between strategy and implementation where the various project management strategies are evaluated and the best one of them is selected. The decision-makers decide on the potential return of each project and implement the correct project management strategy out of the rest (Kock et al., 2020).

Values of PPM and its concepts for Pret a Manger

The PPM will help 'Pret a Manger' to analyze the needs of the organization in terms of the digitalization strategy and evaluate the different project management strategies and choose the best one out of them. The chosen project management strategy will help the organization to bring out maximum value for the organization in terms of digital transformation. In PPM the projects of the Pret a Manger will be managed under a common umbrella to manage the resources associated with them. The PPM will aid in the decision-making of the company to select a proper project by helping the company to take personal bias out of the planning process (Kock & Gemünden, 2021).

PPM benefits for 'Pret a manger'

Benefits of PPM for 'Pret a manger'

The PPM will help the company to align the project management according to the digital transformation needs of the company. The PPM will help Pret a Manger to solve the digital transformation issues by addressing the short-term and the long-term goals of the company. The PPM will help Pret the Manger to increase the collaboration within its different departments and avoid interest clashes between the departments for the selection of the projects. The PPM will also try to make optimum utilization of the resources of the organization. The resources and demand constraints can sometimes make the project fail (Ahmadi et al., 2020). The PPM will help Pret a Manger follow a balanced approach to resource selection and resource utilization in project management. The PPM implementation in project management will be helpful in proper monitoring and proper control of the project. The PPM will help the project managers to access the critical data and help them to maintain proper control of the project at the ground level. The PPM is an important tool in proper forecasting of the project deliverable timings by taking into account all the factors that contribute to the project parameters. The PPM will act as a bring between the project strategy and the execution of the projects for Pret a Manger.

Examples of how PPM can help address the challenges in the digital era.

The PPM will help the company to address the gap in digital infrastructure issues faced by the company at the moment by helping the company to select an appropriate strategy to ensure the gap in digital infrastructure is addressed in the company of Pret a Manger. The PPM can also help in formulating better project management which will help the company to establish better coordination and communication between the different departments in the company. The PPM can ensure that the digital transformation project in the company completes as soon as possible by meeting the deadlines. This will help the company and its stakeholders to reap the benefits of digital transformation as soon as possible without any delay in implementation. The PPM will also help the company to implement the proper strategy on the ground as per the plan on paper. The PPM will help Pret the Manger to become secure and address the digital security issues as soon as possible. The PPM will also increase the technical know-how and skills of the employees of Pret a Manger properly so that the employees also get the knowledge and skills for managing the new digital technologies in the organization (Lappi et al., 2019).

Approaches and techniques in Project management

There are 3 project management approaches or methodologies that this report will export in this section. The project management approaches or methodologies are the set of guiding principles and procedures used to plan, manage and execute projects. The approaches are the guiding practices that are used to organize the project in such a way that it meets the requirements of the company and it achieves optimum performance for the organization.

Agile methodology

The agile methodology helps the project manager to divide the entire task into small deliverables and complete each deliverable at one time. It allows the project to work in short bursts on small deliverables of the project (Zasa et al., 2020). This will help the agile methodology to adjust to the need and demands of the stakeholder of the 'Pret a Manger' during the project management. The agile methodology will help the organization to maintain transparency between the stakeholders as it allows constant review and modification of the strategy as per the need of the stakeholder of the Pret a Manger. The agile methodology will help the project maintain maximum flexibility as per the needs of the customers and other stakeholders (Marnada et al., 2022). The agile methodology will serve to maintain better collaboration between the employees due to constant review of the project as per the agile methodology.

Waterfall methodology

The waterfall methodology uses a top-down approach to project management in an organization. The waterfall method ensures that one stage in the project completes before moving to the other stage of the project. In the waterfall methodology, the entire project is planned (Mokhtar & Khayyat, 2022). The project manager has to plan all the steps, the scope, the budgets involved and the resources of the projects. The waterfall methodology's success depends on the success of each stage of the methodology. As the project is planned in the waterfall methodology it provides the company greater control over the budget invested, and the time required to complete the project. The waterfall approach will help the organization

follow a logical and linear approach to project management. As the plan is prepared beforehand it provides greater control of the project manager on the projects. The biggest disadvantage of this process is that it does not allow for the refinement of the project in between the project.

Hybrid methodology

The hybrid methodology will help the organization to integrate two methodologies and use the benefit of both the methodology to be used in the project. The hybrid methodology will help in combining the agile methodology and the waterfall methodology. The hybrid methodology will provide flexibility to the project and it will allow refinement of the project as per the change in demand and requirement. The Hybrid methodology will also allow the project to follow a structured approach that will help the project follow a linear pattern. The adoption of the Hybrid methodology will help the project to collect feedback about the project from time to time. The hybrid methodology will provide speed to the project and will ensure the project completion takes lesser time as compared to the waterfall methodology (Koceska & Koceski, 2022).

Recommending an appropriate methodology

Pret a Manger can select the different methodologies to be used in the digital transformation of the company. However, the company should select a Hybrid methodology to address the challenges faced by the company. The Hybrid methodology will help Pret the Manger to complete the project in a quicker time which will save the company from the threats of digital security issues. The Hybrid model will help Pret the Manger to adopt a structured process which will ensure that the digital transformation is effective and cost-efficient for the company. The Hybrid methodology will help the company to integrate the changing requirements and needs of the stakeholders.

Conclusion

In this report, the different project management methodologies were studied effectively. It was found that the company can make use of the agile, waterfall or hybrid project management methodology to address the issues related to the digital transformation of the company. The report also studied the role of PPM in project management. The Hybrid methodology will be appropriate as per the requirements of Pret the Manger.

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