# Sauce & Spoon Project Proposal: Menu Tablets

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[Sauce & Spoon OKRs](https://www.coursera.org/learn/applying-project-management/resources/fp3OX)

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### Executive Summary

Sauce & Spoon is a local restaurant chain specializing in scratch-to-table cuisine and committed to partnering with local farmers and suppliers.

### Company Mission and Objectives:

Sauce & Spoon exists to enrich our community:

* Make fresh, quick food for the working families of our community
* Prioritize our customer needs and wants
* Run an efficient, profitable business model so we can continue to grow in our community
* Support local businesses through our sourcing and partnerships

The restaurant group is growing in annual sales (+28%) each year and wants to meet demand by improving current restaurant operations. This is the greatest area of opportunity to reduce costs: staffing, order size and amount, improving customer satisfaction and retention, and providing timely and quality service.

To address this, we propose implementing a digital menu and point-of-sale system that will be guest-facing. This will take place in the form of a fully-integrated tablet system located at each table to offer guests a seamless ordering experience — and at the same time, provide the restaurant with a more effective ticketing system.

### Opportunity Statement

In our first three years of business, Sauce & Spoon was able to exceed revenue goals and keep up with the customer demand without letting quality suffer. However, we faced “burnout” amongst staff which led to high employee turnover (50% front-of-house reduction). We also risked profitability due to human errors in tickets and little-to-no focus on new employee onboarding.

Today, we have increased the number of restaurant locations and customer sales continue to grow. But, we have failed to create more efficient procedures or address issues of quality. Internal data shows that food order times have increased (+20%) and we have seen a connection to negative customer satisfaction reviews due to “delay in service.” Our research also shows that, despite an increase in sales, we have maintained a flat profit margin year-over-year.

We’re confident this initiative will be well-received by customers as well as help reduce errors and sunken costs.

### Project Overview

What?

Rolling out tabletop menu tablets to assist customers with quick, easy ordering options.

Why?

Implementing menu tablets on tables and digitizing the ordering process will speed up service and other various processes. It will allow us to turn tables more quickly and serve more guests. Additionally, it will offer us clear data points so that we can track metrics that help ensure the restaurant’s success. It will also help us keep up with the growing digital presence in the restaurant industry, allowing us to provide customers with a familiar digital experience.

### Sauce & Spoon: Company OKRs

*We make fresh food quickly for the working families of our community.*

* Serve delicious meals and an enjoyable dining experience in less than an

hour.

* Maintain a 4.5 star rating on our review platform

*We prioritize our customer needs and wants.*

* Consistently innovate through annual projects, like menu tablets, to give

customers a better dining experience.

* Host quarterly employee ideas and feedback night.

*We run an efficient, profitable business model so we can continue to grow in our*

*community.*

* Keep our operating expenses low and our budget precise in order to

focus on providing high-quality food.

* Ensure each large investment undergoes an analysis and results in a

positive return.

*We support local businesses through our sourcing and partnerships.*

* Only use local vendors in all of our operations.
* Onboard five new, local and sustainable vendors each year

### Proposed Next Steps and Timeline

* Further scope and create project charter with scope, metrics, etc.
* Establish pilot plan