**Project Title:**  Extend Old Mansion Food’s Reach into the Sauce Market

**Scope and Objectives:** Food manufacturers see approximately 37% profit margins on their products. Old Mansion Foods is currently not realizing its entire growth potential by ignoring the sauce market. To meet this expansion opportunity, Old Mansion Foods is allocating resources to actualize a position within this market segment.

**Overview:** Old Mansion has dealt in the spice market since 1877. We are going to use our time-tested knowledge and industry relationships to launch new custom and private lines of sauces.

**General Objectives:**

1. Outline the financial plan
2. Obtain a manufacturing facility
3. Obtain necessary equipment for industrial sauce manufacturing
4. Fill necessary positions
5. Develop unique sauces
6. Choose bottle style and design labels/packaging
7. Generate sales contracts
8. Initiate production
9. Begin distribution

**Specific Objectives:**

1. Financial Planning
2. Estimate project costs
3. Acquire approval and resources
4. Assign staff for the project
5. Operational Manufacturing Facility
6. Test the facilities water supply and install a purification system if current source of water is of poor quality
7. Inspect foundation
8. Understand FDA requirements and see that building meets them
9. Inspect electrical wiring and bring up to code if necessary
10. Obtain insurance for structure
11. Equipment
12. Purchase manufacturing equipment
13. Obtain insurance for said equipment
14. Install said equipment
15. Employment
16. Search to fill all necessary positions
17. Conduct hiring process
18. Perform safety and operational/training classes
19. Sauce Development
20. Research and test different recipes with focus groups
21. Send products to nutritional lab for testing
22. Determine product shelf life
23. Bottling and Labeling
24. Select bottle style
25. Design packaging and labeling
26. Sales Contracts
27. Extend current contracts with local markets and restaurants
28. Extend markets with wholesale vendors
29. Offer custom/private sauce lines on website
30. Production
31. Determine ingredients list
32. Contact suppliers to increase current orders and obtain additional suppliers if necessitated by obscure ingredients
33. Begin production, bottling and labeling
34. Distribution
35. Accept bids for distribution
36. Draft distribution contracts
37. Distribute merchandise

**Defining** **Conditions and Constraints:** Extending Old Mansion Food’s reach into the sauce market must be operational within twelve months of approval and within the budget of $7.5 million.

**Project Organization:** Key members of the project team are:

1. Sponsor: Jon Lukassen
2. Project Owner: Benjamin Patton
3. Project Manager: Chris Odden
4. Stakeholder: Brylee Despinis
5. Steering Committee Members:
6. Kenneth Walker
7. Carlos Rodriguez
8. Team Members:
9. Michael Craft
10. Chris Odden
11. Jon Lukassen
12. Brylee Despinis
13. Benjamin Patton
14. Carlos Rodriguez

Team members: We all operate as team members while also playing a specific role within the project.

**Project Manager Responsibilities:**

Staffing – The project manager is ultimately responsible for the performance of all members of the team and will be granted authority, in collaboration with each person’s current disciplinary manager, to complete a performance appraisal for the calendar year. The project manager is authorized to use one member of the clerical staff on a half-time (20 hours) basis per week for the duration of the project. Additional staff support may be available upon request.

Budget – The initial estimate for this project is $7,500,000. Budget money may be available upon formal request submitted jointly by the project manager and sponsor to the executive committee.

Status Updates – All communications on project status must be made to the chief executive officer. Additionally, monthly updates on the project status will be made at executive committee meetings.

Planning/Tracking – The project will use standard corporate tracking software (MS Project) and will report on schedule, exception reports, slippages, and cost performance. Additionally, earned value metrics (SPI and CPI) will be employed throughout the project duration.

Change Control and Configuration – The project manager will have authority to make changes to the project provided they do not exceed $5,000 and have no negative impact on the project schedule. Otherwise, any changes must receive sponsor approval.

Project Plan – A formal project plan, including statement of work (SOW), risk assessment and mitigation, work breakdown structure (WBS), schedule, and budget must be submitted to the sponsor not later than April 1.

**Authority:** The project manager will have full authority to identify necessary tasks and resources needed to help complete these assignments. Where resource conflicts occur, the sponsor and other disciplinary VPs will resolve them.

**Approvals:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
VP Project Management

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
VP Information Systems

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
Chief Financial Officer

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
VP Human Resources

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  
President