Project Plan: Restaurant Menu Creation

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October 27, 2024

- **Project Start Date:** October 14, 2024
- **Project Finish Date:** November 8, 2024

Contents

1 Project Goal

The goal of this project is to develop a well-branded, limited menu featuring authentic Italian cuisine with a total of 15 items. The menu will be finalized and ready by the restaurant's opening on November 8, 2024. It will include a selection of food and drinks, and be delivered in both physical and digital formats. The success of the project will be measured by stakeholder satisfaction, timely delivery, and customer feedback during the soft opening.

2 Stakeholders, Roles, Responsibilities, and Resources

Name	Role	Responsibilities	Resource
John (Owner)	Project sponsor	Provides approvals and final decisions on the menu, oversees the restaurant launch.	Financial resources, decision authority
Amy (Chef)	Menu development lead	Develops the food menu, coordinates ingredient sourcing, and conducts tastings.	Kitchen equipment, suppliers
George (Bartender)	Drink menu lead	Creates the drinks menu, including alcoholic and non-alcoholic beverages.	Bar supplies, beverage suppliers
Sam (Pastry Chef)	Dessert menu lead	Develops and finalizes the dessert options.	Pastry tools, suppliers
Graphic Designer	Menu design	Responsible for the layout and branding of the printed and digital menus.	Design software, printing services
Cecilia (PM)	Project management	Manages timelines, resources, meetings, and communication with stakeholders.	Project management tools (Gantt chart, reporting tools)

Workload Distribution by Stakeholder
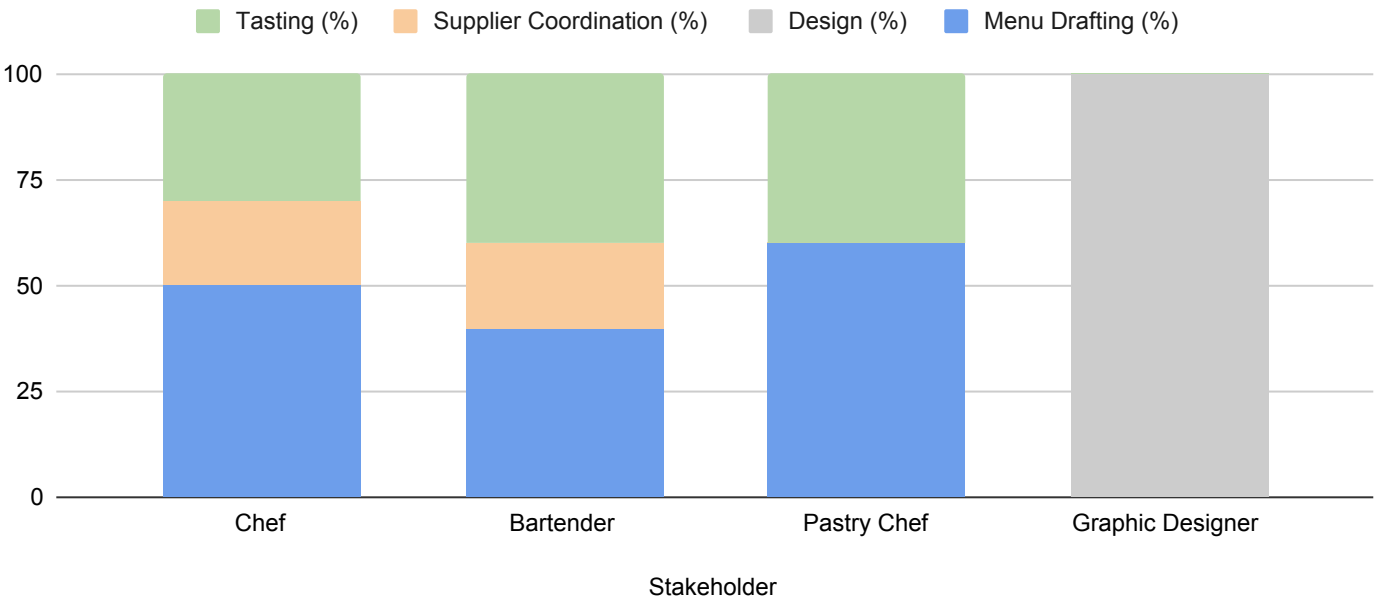
3 Deliverables and Milestones

Milestone	Deliverable	Due Date
Needs Analysis Complete	Final report from needs analysis with stakeholder input	Day 2 (Week 1)
Menu Concept Finalized	Draft of menu items (including descriptions and pricing)	Day 7 (Week 1)
Design Brief Submitted	Menu layout and style guidelines submitted to designer	Day 7 (Week 1)
First Menu Draft Ready	Draft of full menu with all items listed (food and drinks)	Day 10 (Week 2)
Internal Tasting Complete	Menu tasting with all staff and final feedback collected	Day 14 (Week 2)
Menu Design Draft Submitted	Initial draft of menu layout for internal review	Day 14 (Week 2)
Supplier Contracts Finalized	Confirmed agreements with all food and beverage suppliers	Day 19 (Week 3)
Final Menu Approval	Approved menu with all corrections made (from tastings and feedback)	Day 17 (Week 3)
Final Menu Design Approved	Approved design for menu layout ready for print/digital	Day 20 (Week 3)
Menu Printing and Digital Version Ready	Printed and digital versions of the menu available for use	Day 22 (Week 4)
Waitstaff Trained on Menu	Waitstaff trained on menu items and ready for service	Day 23 (Week 4)
Soft Opening Conducted	Soft opening to test full restaurant operations with menu	Day 25 (Week 4)

4 Out of Scope

The following items are out of scope for this project:

- Full restaurant branding and décor.

- Menu translations into other languages.

- Development of a mobile app or web-based ordering system.

- Ongoing menu updates or revisions post-launch.

- Marketing and promotion activities for the restaurant.

5 Evaluation Plan and Success Criteria

Evaluation Plan:

- **Tastings and Feedback Sessions (Week 2):** Ensure the dishes and drinks reflect the desired quality and meet the restaurant's standards for taste, presentation, and portion size. Conduct tastings with key stakeholders to gather feedback. Adjust dishes or drinks as needed.

- **Menu Content Review (Week 2-3):** Confirm the accuracy of menu descriptions, pricing, and presentation of dietary options. Conduct a review of the menu draft and finalize any corrections or adjustments.

- **Design and Branding Review (Week 3):** Ensure the menu layout aligns with the restaurant's brand and is visually appealing. Present the design to stakeholders and gather approval or revisions before finalizing the printed version.

- **Supplier Confirmation (Week 3):** Ensure all ingredients and beverages are sourced and available in time. Confirm all supplier contracts and delivery schedules. Address any potential supply chain issues.

- **Staff Training on Menu (Week 4):** Ensure waitstaff are knowledgeable about the menu items and capable of providing good service to customers. Conduct a training session for waitstaff, followed by a quiz or roleplay exercises to test their understanding of the menu.

- **Soft Opening (Week 4):** Test the menu under real-world conditions and gather feedback from customers and staff. Run a soft launch and gather feedback on customer experience, menu performance, and operational readiness.

Success Criteria:

- Menu is finalized, printed, and available by the grand opening date.

- Stakeholders express satisfaction with the menu's content and design.

- The menu is easy to understand and use by both customers and waitstaff.

- Positive feedback is received during the soft opening, with minimal revisions required.

- All ingredients and beverages are sourced and delivered on time.

- The project stays within the allocated budget.

6 Risks

Risk	Mitigation	Probab.	Impact
Delays in ingredient sourcing	Confirm supplier availability early and have backup suppliers.	Medium	High
Stakeholder unavailability for feedback	Set clear deadlines for feedback and involve alternate decision-makers.	Low	Medium
Menu design not aligned with branding	Conduct early design reviews with stakeholders.	Low	Medium
Printing delays for the physical menu	Finalize design early and use a reliable printing service.	Medium	High
Last-minute menu changes	Implement a cutoff date for content changes.	High	High

Probability Scale

Low: Unlikely to occur	Medium: May happen	High: Likely to occur

Impact Scale

Low	Medium	High
Little to no disruption	Requires more resources	Requires sched. adjustments

7 Phases and Timeline

Week 1: Research and Initial Draft (October 14 - October 20, 2024)

- **Stakeholder Meetings (Day 1-2):**
    - Meet with chef, bartender, and pastry chef to finalize menu items.
    - Confirm the number of menu items, dietary accommodations, and special dishes.
    - Decide on the drink list with bartender (cocktails, wines, beers).

- **Supplier Coordination (Day 3-5):**
    - Confirm food and drink suppliers.
    - Establish any specialty ingredients and sourcing options.
    - Set initial pricing targets with input from chef and bartender.

- **Design Brief Creation (Day 5-7):**
    - Coordinate with graphic designer (or assign internal staff) to draft the menu layout.
    - Share brand identity and desired tone for the menu.

Week 2: Draft Review and Revisions (October 21 - October 27, 2024)

- **Menu Draft (Day 8-10):**
  - Chef and bartender provide a rough draft of menu items, including descriptions and pricing.
  - First draft of the menu design submitted for review.

- **Internal Feedback and Revisions (Day 11-14):**
  - Hold tasting sessions for key dishes and drinks.
  - Revise menu items and drink list based on team feedback.
  - Begin adjustments to design based on stakeholder input.

Week 3: Finalization (October 28 - November 3, 2024)

- **Menu Approval (Day 15-17):**
  - Chef, bartender, and owner provide final approval for menu items, descriptions, and pricing.
  - Design final menu layout incorporating any remaining edits.

- **Supplier Finalization (Day 18-19):**
  - Confirm supply chain and ingredient availability.
  - Finalize partnerships with food and beverage suppliers.

Week 4: Printing and Implementation (November 4 - November 8, 2024)

- **Menu Printing and Production (Day 20-22):**
  - Submit final design to printers (for physical menus) or finalize digital versions.

- **Training and Testing (Day 23-24):**
  - Conduct menu training for newly hired waitstaff.
  - Hold a full menu tasting session with all restaurant staff for feedback and readiness.

- **Soft Opening (Day 24-25):**
  - Conduct a soft opening to test operations and receive feedback from customers.

Task	1 14-oct-2024	2 15-oct-2024	3 16-oct-2024	4 17-oct-2024	5 18-oct-2024	6 19-oct-2024	7 20-oct-2024	8 21-oct-2024	9 22-oct-2024	10 23-oct-2024	11 24-oct-2024	12 25-oct-2024	13 26-oct-2024	14 27-oct-2024	15 28-oct-2024	16 29-oct-2024	17 30-oct-2024	18 31-oct-2024	19 1-nov-2024	20 2-nov-2024	21 3-nov-2024	22 4-nov-2024	23 5-nov-2024	24 6-nov-2024	25 7-nov-2024	26 8-nov-2024	27 9-nov-2024	28 10-nov-2024
Stakeholder Meetings	█	█																										
Supplier Coordination			█	█																								
Design Brief Creation					█	█																						
Menu Draft							█	█																				
Internal Feedback and Revisions									░	█	█	█																
Menu Approval														░	█	█												
Supplier Finalization																	░	█	█									
Menu Printing and Production																				░	█	█						
Training and Testing																							░	█	█			
Soft Opening																									░	█	░	
Grand opening																												█

8 Communication Plan

Meeting	Resp.	Participants	Purpose	Frequency	Type
Project Status Update	PM	John (Owner)	Provide project progress and updates	Weekly (Friday)	Email In-person
Development Meeting	PM	Amy (Chef)	Discuss and review food menu content	Twice weekly	In-person
Drink Menu Development	PM	George (Bartender)	Coordinate the drink menu and sourcing	Weekly	In-person Email
Dessert Menu Review	PM	Sam (Pastry Chef)	Review and adjust dessert options	Bi-weekly	In-person
Design Progress Check-in	PM	Graphic Designer	Ensure design aligns with brand	Weekly	Email Video call
Staff Training Preparation	PM	Waitstaff	Provide training schedule and menu details	Once after hiring	Email Print copies
Supplier Coordination	PM	Suppliers	Confirm availability of ingredients	As needed (Weekly)	Phone Email
Milestone Review	PM	John (Owner)	Provide updates and secure approvals	End of each phase	In-person
Weekly Team Meeting	PM	Chef Bartender Designer	Review progress, tasks, and issues	Weekly (Monday)	In-person Video call
Soft Opening Feedback	Owner	Customers Waitstaff	Gather feedback on menu and service	Unique	In-person Forms
Final Menu Briefing	PM	Kitchen staff Waitstaff	Finalize menu and train staff	Week 4	In-person