

NAME: ANGELO DIMO

STUDENT NUMBER: 2246213

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MODULE LECTURER: DOREEN AMUNDAM

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1. Introduction

Nowadays, restaurants cease operations due to poor project management. The decision to open a new restaurant needs to be planned long time before for best results. Owning a restaurant except of serving food and drinks, means that itself creates a space where customers can enjoy their meal and overall experience (Brown, 2021). This project concentrates on having a new dining restaurant in a busy metropolitan zone, including high quality products for the highest quality of dining options. The restaurant will give a rich menu with dishes from different countries around the world. In this way, customers can get a unique experience of tasting diverse flavours. The menu will be seasonal, so the chefs can cook always with fresh ingredients. Efforts will be made to use local suppliers, ideally farmers nearby with majority of biological products. This project plan overviews the methods and functions required to level up this restaurant from theory to action, get securing both business and clients outlooks (Smith, 2022).

2. Aim, Objectives and Scope

2.a. Aims

To begin with the main aim of this restaurant as a project plan is to build a high-quality dining experience that puts first its customer's satisfaction, balanced success permanently and creating a financial viability. The restaurant will provide a mixture of classic and modern dishes, giving attention on fresh, local ingredients. More and more individuals prefer food that is produced in a way that helps the environment and being fair to workers and farmers. This seeks to be what customers are looking for (Gössling et al., 2011). Additionally, the restaurant will work hard on providing excellent service by training its staff to be friendly, professional and consistent. This will help customers to have a great time at the restaurant and encourage them to join again (Jang & Namkung, 2009). The restaurant's biggest achievement will be to stay in business long-term by having profit and putting in place fair prices that people can think about going out for a dinner, with the same quality of food. Moreover, it will aim on being environmentally friendly by reducing waste and using ingredients that are harmless to the environment, at least reducing the harm (Jones et al., 2016). Also, community engagement is another essential aim, as the restaurant will connect with the local community by joining local events, helping charities and foodbank. The management will use social media to promote its brand and location.

2.b. Objectives and Scope

Focusing on Objectives and Scope into this paragraph, the main one is to establish a successful restaurant that provides food with high-quality, diverse flavors from every side of the world, a friendly kitchen staff and an unforgettable dining experience. A restaurant that has been planned well, can help the local economy as people will be interest to see more things around and give the opportunity to them to join (Smith, 2020). The customer service has a crucial role because helps build a strong restaurant standing as happy customers come again and share their experience with others (Parasuraman, Zeithaml, & Berry, 1988). Another theme is the financial sustainability, this means that the restaurant can have always profit, sometimes more, other times less. It is important to use the profit smartly by keeping costs low for the food also for the staff. The prices need to be approachable for the customers but enough to make a profit. With this planning, the business can stay alive & and become better over the years (Parsa et al., 2015). Working on these objectives and scope the restaurant can be opened and work smoothly, both business and customers will be happy.

3. Project Outputs (Deliverables and other Direct Results)

One of the unique results of this restaurant as a project plan is creating a restaurant that is confident for customers. The space should be large or if there is not much space, make it look large by minimalism. The chairs and the tables should match the minimalistic style. It is very important how the restaurant appears because it affects the feeling the customer will get and if they want to join again (Ryu & Jang, 2008). Extremely important result is having an interesting menu, with foreign cuisine also as Italian, Greek, Indian which are popular to UK citizens. In addition, having rich drinks range is a clever move as UK population love a good drink. The menu should have fair prices that will meet both customers and business needs (Ozdemir & Caliskan, 2014). The kitchen will have the same portions and recipes as customers can notice the difference, especially if they are regulars. This means that the ingredients will be in a fair- low price, so the restaurant can make profit even if the portions are large. The cooks need to follow the cookbook that will be in the kitchen for the greatest result. One more key result is to train new workers for the best performance. As known, customers do not give easy good reviews, but it is very easy and fast for them to write a bad review. New workers key result includes cooks, servers, bar. Workers need to be fast and confident but not pressured. This is important because customers can see the bad and the trained customer service, the trained one will help the business to have a success (Solnet, Kralj, & Baum, 2013).

Furthermore, a key result from the owners of the restaurant will be creating a plan to let people know about it. This could be finding a smart and attractive name for the restaurant, logos for the menu and marketing resources also. In 2025, most of the businesses use social media and pay popular influencers to advertise about it and share their experience by showing followers what they had there. It is well known by searches, that social media in general help the promotion of any kind of brand (Leung et al., 2013). This project will also use software to track sales on all equipment and manage supplies. Finally, the restaurant will recycle and reduce waste (Jones et al., 2016). The aim of this restaurant is to be successful to customers and getting a profit the same time.

4. Activities Required to Deliver the Outputs

4.1. Work Breakdown Structure (WBS)

1. Restaurant Design and Construction

Designing and building the restaurant should be the first job of the plan. The owners need to decide the location of the restaurant and how will look like a total design. These plans will show from above when each room will be (kitchen, lounge area, bar and bathrooms). The constructors will start building from the moment they

get the plan. They will also put the equipment, the furniture and whatever will be needed (Parsa et al.,2015). Also, the owners need to put in place rules for Health & Safety.

2. Menu Development

As it is written above, the menu of the restaurant needs to be efficient with what food and drinks clients like. Also, diverse menu ideas will be put in place. Menus for each season will be there also. The portions should be decent, and prices should be fair for both clients and business. The ingredients will be with high quality and low prices. This can be achieved by choosing local farmers. Moreover, work breakdown structure (WBS) includes staff recruitment-training, marketing and branding, operational setup and financial planning.

4.2. Sub-Activities and Tasks

1. Restaurant Design and Construction

- Site selection and negotiation: find an appropriate location for the restaurant and then make an agreement to rent the space.
- Architectural Design: choose professional designers to plan the look of the restaurant.
- Get permits and approvals: sign for the permissions needed to construct and open the restaurant.
- Decoration: buy modern furniture that will match the style of the restaurant.
- Equipment: install the kitchen machines needed.
- Health and Safety: make sure the restaurant will follow the safety rules before opening.

2. Menu Development

- Market research: make research locally to find out people's food preferences.
- Recipe and Testing: let the chefs create new recipes and test them after.
- Price: set prices that will meet both business and customers' needs.
- Design menu: Make sure the menu leaflet looks nice and easy to read.
- Menu training: cooks and servers need to know the menu so they can explain it to the clients.

3. Staff Recruitment and Training

- Job Descriptions and Advertisements: make sure the job descriptions for each position are on point.

- Conduct Interviews: choose face to face interviews with the applicants to see if they are good fit for the restaurant.
- Customer Service Training: teach manners to staff and teach them to be helpful to clients.
- Food Safety: all staff need to be trained about cleaning and keeping the correct temperatures.

4. Marketing and Branding

- Identity: find a name, logo and slogan for the restaurant.
- Promotion: create posters and invitations online to let people know about the restaurant.
- Online Information: create a website about the restaurant.
- Social media: open accounts on TikTok or Instagram for updates and meals.

5. Operational Setup

- POS: use machines that will make the payments easier.
- Suppliers: choose suppliers who will deliver the food, and everything needed in the restaurant.
- Schedules: make a weekly rota about staff's shifts, making sure busy hours are covered.

6. Financial Planning

- Planning: write goals and how the restaurant will work in the future.
- Budget: finding out the amount of money will be needed for building, ingredients and all staff.
- Cash Flow: track what money coming in and going out because the profit is needed.

5. Timeline and Milestones

Every individual has different mindset about how long it takes for a restaurant to open. My personal view shows that needs 6 to 12 months.

STEP 1: Research and Organizing (month 1-2)

MILESTONES

- Choose the type of the restaurant
- Make research locally to find what customers prefer and what other restaurants sell.

- Write down the goals
- Make sure having the money to open the restaurant. Talk with the bank if they can give a loan.

STEP 2: Location and design (month 3-4)

MILESTONES

- Choose an appropriate location for the restaurant and agree to a contract for it.
- Take permission from the government to start the restaurant.
- Find suitable designers to create the kitchen, the lounge, the bathrooms and several decorations.
- Choose the style of the restaurant

STEP 3: Construction and Structure (month 5-6)

MILESTONES

- Build or renovate the space
- Install the equipment and the furniture
- Make sure the restaurant will follow health and safety rules.
- Choose the suppliers for the ingredients, drinks and everything else needed.

STEP 4: Producing the menu and choosing reliable staff (month 7-8)

MILESTONES

- Find what kind of food and drinks will be served.
- Taste all the recipes to be sure that everything will be tasty
- Choose the waiters, the cooks and the management
- All staff need to be trained to keep food clean and serve it on time

STEP 5: Promotion and Getting ready to open (month 9-10)

MILESTONES

- Make campaigns and use social media to let people know about the opening.
- Cook a small buffet for people to know the date of opening

STEP 6: Actual opening (month 11-12)

MILESTONES

- Open the restaurant for all people
- Make sure you have music to entertain people
- At the end of the day, count the profit
- See what went wrong to improve it in the future

6. Resource Requirements for Opening a New Restaurant

To run a restaurant with success, several resources are required, two of them will be discussed below, personnel, materials and equipment.

6.1. Personnel

1. Management

- restaurant manager

- assistant manager

- head chef

- sous chef

2. Kitchen staff

- line cooks

- prep cooks

- dishwashers

3. Service staff

- servers

- host

- barman

3. Support staff

- cashier

- cleaners

- security

6.2.a. Materials

- ingredients and recipe products

- alcohol, fizzy drinks, tea, coffee, hot chocolate

- utensils and tableware

- cooking products

- single use packaging

6.2.b. Equipment

1. lounge area equipment

- tables and chairs
- lamps
- speakers for music

2. pos system

- more and more people use credit cards instead of cash for payments

3. kitchen equipment

- ovens
- stoves
- fridges and freezers
- grills, fryers and microwaves
- kitchen electric machines

4. safety

- fire extinguishers and first-aid kits
- handwashing stations

7. Conclusion

In summary, starting your own restaurant has a big risk but huge pleasure if the business will be successful. The owner needs to choose carefully their staff (all workers) that will work for and with them. Unique can be called the location that will be chosen, because if for example the restaurant is in a busy road, people will see it and they will probably come inside. You need to get all the permits and licenses. You need to have the money, or you can take a loan for it. Creating the suitable menu is also important as this will make customers happy and willing to Join again. A success for the

owner will come if the business works smoothly and clients leave happy. If the costs are controlled and getting a balanced reputation for your restaurant will provide the hope that the restaurant will remain open and succeed over the years (Food and Beverage Magazine). With those above, the restaurant can be competitive to other businesses in food industry. Reviews will be uploaded (positive and negative), the positive give motivation to the restaurant as a whole and the negative will be a lesson for all management and staff to be better in the future. This essay has come to end, a referencing list will be typed below.

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