



University of Wales
Trinity Saint David
BIRMINGHAM

Erika Stecca

Student number: 2314517

Course title: Project Management

Module: LCBB6006

**Project Plan for “The Artisan Bean” – Birmingham,
UK**

Prepared for: Ms. Eleanor Hughes
Project Manager: Erika Stecca



Contents

1. Introduction	3
1.1 Project Background.....	3
1.2 Purpose of the Project Plan	3
2. Project Overview.....	3
2.1 Aim of the Project.....	3
2.2 Objectives	3
2.3 Scope of the Project.....	4
3. Project Outputs.....	4
3.1 Deliverables	4
4. Project Activities and Work Breakdown Structure (WBS).....	5
4.1 Work Breakdown Structure (WBS) of Activities into Sub-Activities and Tasks ..	5
Equipment & Supplies	6
Supplier Agreements	6
Launch Preparation and Event Execution	6
Stakeholder Permission & Sign-Off	6
Evaluation and Quality Control	7
5. Deliverables, Milestones, Timelines, and Costs	7
5.1 Deliverables	7
5.2 Project Milestones	7
5.3 Estimated Timeline and Budget.....	7
6. Resource Allocation	8
6.1 Human Resources	8
6.2 Equipment and Supplies.....	9
7. Risk Management	9
7.1 Potential Risks.....	9
7.2 Mitigation Strategies.....	10
8. Conclusion	10
Reference list	11

1. Introduction

1.1 Project Background

Ms. Eleanor Hughes plans to establish The Artisan Bean as a premium independent coffee shop in Birmingham which will serve premium coffee alongside fresh baked goods and create a welcoming space for customers. The shop will specialize in premium drinks and local ingredients while creating an unforgettable experience for customers to achieve a sustainable business model with active community participation (AS, 2024).

The Artisan Bean will establish a dedicated customer following and strong brand identity and sustainable financial growth in Birmingham city centre through its carefully designed menu and well-planned interior and efficient operational systems.

1.2 Purpose of the Project Plan

The project plan establishes a systematic approach to execute the launch of “The Artisan Bean” by outlining project objectives and scope and deliverables and timelines and budgets and resource distribution and risk management approaches. The plan provides Ms. Eleanor Hughes with project clarity while establishing a path for successful project delivery and team responsibility (PMI, 2021). Our goal is to deliver a detailed project plan which supports your business targets and organizational direction.

2. Project Overview

2.1 Aim of the Project

We aim to create a thriving independent coffee shop called “The Artisan Bean” which will serve premium products in a friendly setting that drives customer loyalty (AS, 2024).

2.2 Objectives

The project established objectives which include measurable targets to reach its main objective:

- It aims to obtain a 1,200 sq. ft property lease within November 2025 for establishing a service counter and customer seating area and back-of-house operations (Council, 2015).
- The interior design and construction work for the space must finish by January 2026 to achieve the brand identity and safety requirements and operational needs (Pine and Gilmore, 1999).
- The recruitment process for staff members will start in February 2026 followed by their complete training program (PMI, 2021).
- The business needs to establish reliable supplier agreements for coffee beans and ingredients and other inventory items before February 2026 to maintain product quality and availability (AS, 2024).
- The marketing campaign will begin in March 2026 through social media and local advertising and community outreach to establish brand recognition and customer acquisition (Kotler et al., 2023).
- The coffee shop will open its doors to public customers during April 2026 while maintaining proper daily operations of the business (PMI, 2021).

2.3 Scope of the Project

The project scope outlines all project elements and boundaries which help maintain project clarity and match your client expectations (PMI, 2021).

In-Scope:

- Market research and site analysis for the 1,200 sq. ft premises.
- Lease negotiations and property acquisition.
- Interior design, fit out, and furnishing.
- Procurement of coffee machines, equipment, and supplies.
- Recruitment, onboarding, and training of staff.
- Supplier agreements for ingredients and materials.
- Marketing and promotional activities prior to launch.
- Launch event planning and operational commencement.

Out-of-Scope:

- Expansion to additional locations during the initial phase.
- Online delivery or e-commerce operations at launch.
- Franchising or licensing the brand within the first year.

3. Project Outputs

3.1 Deliverables

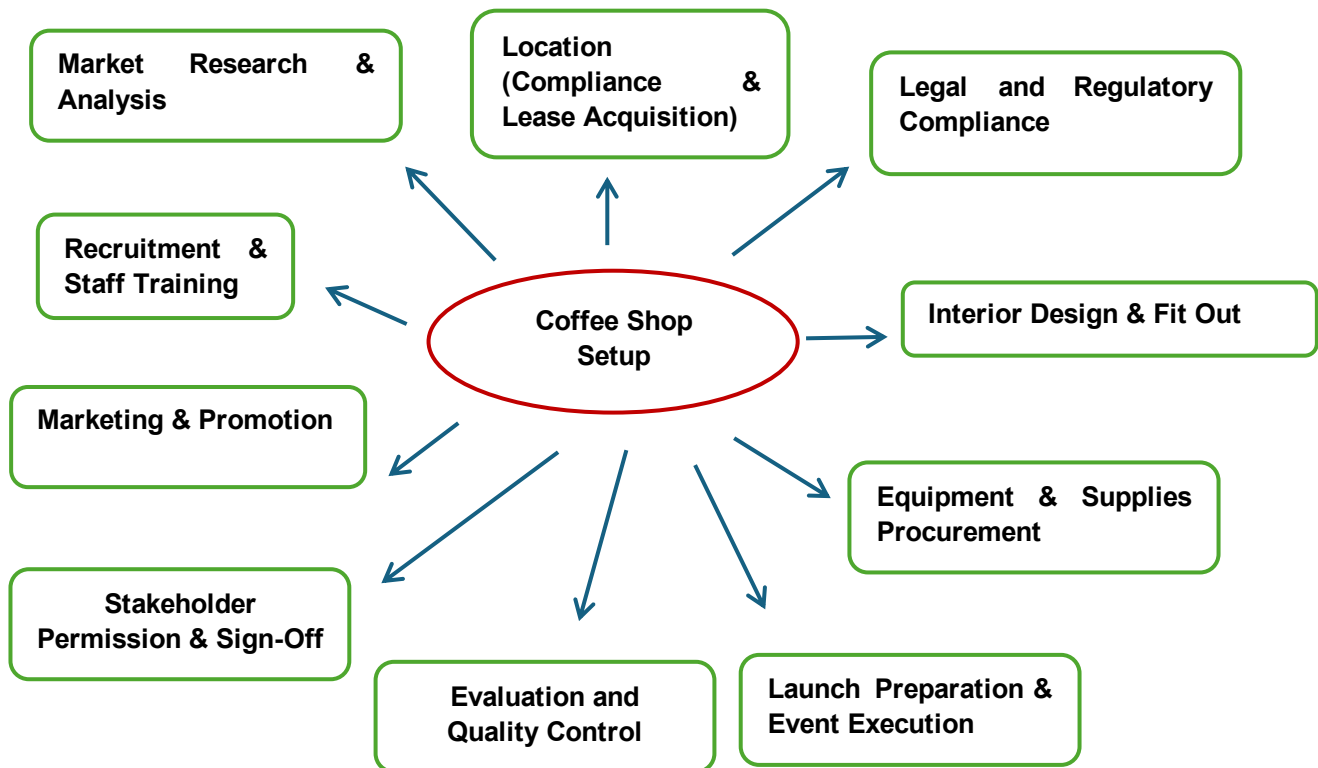
The project deliverables consist of:

- **Signed 5-year lease and necessary licenses:** The company will acquire a 1,200 sq. ft business space in Birmingham's central area and obtain all necessary permits which include food hygiene certification and business registration and health and safety compliance according to Council (2015) and Food Standards Agency (n.d.).
- **Fully fitted-out coffee shop:** The interior fit-out works reached completion through the installation of counters and seating areas and decorative elements and lighting fixtures and coffee machines which created a functional and visually pleasing environment (Pine and Gilmore, 1999).
- **The company has established two supplier agreements** with a Birmingham-based bakery and a UK coffee roaster to secure dependable supply contracts for baked goods and coffee beans and other vital ingredients (AS, 2024).
- **Recruitment:** A skilled team requires proper hiring and training to achieve service standards and operational efficiency and deliver a positive customer experience (PMI, 2021).
- **Health & Safety:** The completion of all statutory health and safety requirements follows UK regulations (Food Standards Agency, 2024).

- **Marketing:** The company will execute a targeted marketing plan through social media platforms and local advertising and a launch event to create market awareness (Kotler et al., 2023).

4. Project Activities and Work Breakdown Structure (WBS)

The key activities for “the Artisan Bean”



4.1 Work Breakdown Structure (WBS) of Activities into Sub-Activities and Tasks

Market Research and Analysis (AS, 2024)

- Perform competitor analysis in Birmingham.
 - o Research the current coffee products and local coffee preferences of competitors.
 - o Research what potential customers want to buy.
- Study the current market trends and pricing methods.

Location (Lease & Compliance) (Council, 2015)

- Find and obtain a 1,200 sq. ft commercial space located in a busy area.
 - o Site visits and feasibility checks
 - o The team needs to perform site inspections and feasibility evaluations.
- Negotiate lease and sign agreement

Legal and Regulatory Compliance (Food Standards Agency, n.d.)

- To get registered with all necessary government bodies.
- To obtain food safety and hygiene certifications.
- To follow health and safety rules for both staff members and people who visit the establishment.

Design (Pine and Gilmore, 1999)

- It requires an architect to work alongside an interior designer.
 - o The selection of contractors and suppliers needs to be completed.
- The team must create both the layout and décor design plan.
 - o The construction team will handle wall installation and floor work and lighting system implementation.
 - o The installation of furniture includes tables and chairs and counters and shelving units.
 - o The team needs to perform the installation of plumbing and electrical systems.

Equipment & Supplies

- Buy coffee machines together with grinders and fridges and ovens and a POS system.
- Purchase furniture along with utensils and takeaway cups and napkins.
- Purchase its first stock of coffee beans and milk and tea and pastries.
- Installation of POS system and Wi-Fi and security cameras.

HR Staffing (PMI, 2021).

- Develop job descriptions and create job postings for advertising positions.
 - o The hiring process includes both candidate screening and interview stages.
- Recruit three baristas and two kitchen assistants for employment.
 - o Provide training about coffee preparation methods and service standards and food safety protocols.
- Establish both payroll operations and staff scheduling systems.

Supplier Agreements

- Identify potential bakery and coffee suppliers.
- Establish pricing agreements with suppliers.
- Create official delivery schedules and contracts.

Marketing and Promotion (Kotler et al., 2023)

- Design brand identity: logo, menu, and colour scheme.
- Launch social media accounts and website.

Launch Preparation and Event Execution

- Verify all equipment and personnel and check inventory levels.
- Perform operational testing through a soft opening event.
- Start running its marketing activities before the launch.
- Host a grand opening event which will receive media attention and local promotion.

Stakeholder Permission & Sign-Off

- Present the complete setup and operational plan to Ms. Eleanor Hughes for her review.
- Get approval from clients before starting marketing initiatives and opening the business to the public.
- The project documentation process will start after the team confirms that the project is ready for public release.

Evaluation and Quality Control

- Evaluation of the shop layout and equipment and décor after fit-out and before launch.
- Evaluating staff performance during the soft launch period.
- The evaluation checks if the business meets all health and safety requirements as well as food hygiene and service quality standards.

5. Deliverables, Milestones, Timelines, and Costs

5.1 Deliverables

The deliverables which can be monitored and proven at different stages of the project (PMI, 2021):

Task	Deliverable
Lease Acquisition	Signed 5-year lease for 1,200 sq. ft premises
Fit-Out and Interior Design	Fully fitted-out coffee shop with furniture, décor, and equipment
Staff Recruitment	Recruitment and training of 3 baristas & 2 kitchen
Supplier Agreements	Contracts with a Birmingham-based bakery and a UK coffee roaster
Regulatory Compliance	Food hygiene, health & safety, and business registration certifications
Marketing & Launch	Marketing campaign materials and execution of launch event

5.2 Project Milestones

The essential project milestones include specific time points which serve as deadlines for essential work tasks to maintain project accountability and meet delivery targets (Kerzner, 2017).

Milestone	Target Date
Completion of Market Research	September 2025
Securing Lease	November 2025
Fit-Out and Interior Works Completed	January 2026
Recruitment and Training of Staff Completed	February 2026
Supplier Agreements Finalized	February 2026
Marketing Campaign Launched	March 2026
Grand Opening	April 2026

5.3 Estimated Timeline and Budget

Project Timeline:

- Total project duration: 8 months (September 2025 – April 2026)
- Major phases:
 - Market research and location acquisition: September – November 2025
 - Fit-out and interior works: November 2025 – January 2026
 - Staff recruitment and supplier agreements: January – February 2026
 - Marketing and pre-launch activities: February – March 2026
 - Launch event and operational commencement: April 2026

Estimated Budget:

Expense Category	Estimated Cost (£)
Lease & Rent	15,000
Interior Design & Fit-Out	50,000
Equipment Procurement	20,000
Staff Recruitment & Training	10,000
Marketing & Promotion	5,000
Contingency Fund	5,000
Total Estimated Budget	105,000

6. Resource Allocation

The following section outlines all necessary human and material resources needed to establish the coffee shop successfully.

6.1 Human Resources

Role	Responsibilities	Number Required
Project Manager	Handle all aspects of the project while controlling time schedules and financial resources and project outputs and will direct the work of contractors and suppliers and the client.	1
Baristas	Prepare and serve coffee and beverages, maintain service quality, manage daily operations	3
Kitchen/Assistant Staff	Food preparation and barista duties and handle inventory management and maintain proper hygiene practices.	2

Role	Responsibilities	Number Required
Marketing Specialist	Responsible for creating and implementing marketing strategies and social media content and managing the launch event organization.	1
Contractors (Interior/Fit-Out)	Plan the shop's design, install the furniture, style the décor, and set up the equipment.	As required

6.2 Equipment and Supplies

Resource Category	Items Included	Purpose
Coffee Equipment	Espresso machines, grinders, brewers, POS system	Core operational tools for beverage preparation and sales
Furniture & Fixtures	Tables, chairs, counters, shelving, décor elements	Create a functional and inviting customer environment
Kitchen Supplies	Utensils, cups, plates, napkins, storage containers	Support food preparation and service operations
Inventory & Ingredients	Coffee beans (UK roaster), baked goods (local bakery), milk, syrups, and condiments	Ensure quality products are consistently available
Marketing Materials	Posters, flyers, social media graphics, promotional banners	Promote brand awareness and attract customers

7. Risk Management

This section identifies project risks together with their impact assessment and presents strategies to reduce disruptions.

7.1 Potential Risks

Risk	Impact	Likelihood	Description
Delays in Fit-Out and Equipment Delivery	High	Medium	Delayed because of late interior work completion and delayed coffee machine delivery.
Budget Overruns	High	Medium	Equipment and staffing could exceed the initial budget of £105,000.
Staffing Shortages or Turnover	Medium	Medium	The inability to find and keep trained baristas and kitchen staff members
Low Customer Turnout at Launch	Medium	Medium	The first marketing campaigns will probably which will negatively affect the company's initial revenue.

Risk	Impact	Likelihood	Description
Regulatory or Compliance Issues	High	Low	Problems with obtaining licenses and food hygiene certification and health and safety compliance.
Supplier Disruptions	Medium	Low	Delays or inconsistencies in supply from the bakery or coffee roaster.

7.2 Mitigation Strategies

Risk	Mitigation Strategy
Delays in Fit-Out and Equipment Delivery	The project requires hiring experienced contractors who have established success in their work
Budget Overruns	The project should include a 5% contingency fund and detailed cost tracking,
Staffing Shortages or Turnover	Start recruitment and offer competitive salaries and incentives and train staff to perform different roles.
Low Customer Turnout at Launch	The business should start running targeted marketing 1–2 months prior to opening through social media platforms.
Regulatory or Compliance Issues	Start the process of consulting with Birmingham City Council and the Food Standards Agency and submit all applications before the deadline.
Supplier Disruptions	Create backup supply agreements and keep first-line stock reserves and establish reliable delivery systems.

The implementation of proactive risk management enables organizations to detect potential problems at an early stage (Kerzner, 2017).

8. Conclusion

The Birmingham Brew Project follows a structured approach to achieve the launch of “The Artisan Bean” by April 2026. The defined project goals and timelines and budget and resource distribution and risk control system will enable Ms. Eleanor Hughes to achieve premium product quality and outstanding customer service and sustainable financial success.

The project plan I developed as Project Manager provides a detailed path to establish your independent coffee shop in Birmingham successfully. The project plan includes all essential elements which define project objectives and scope and deliverables and timelines and resources and budget and risk management strategies to achieve controlled project execution.

The project plan will allow your coffee shop to achieve a successful launch in April 2026 while building a solid base for remaining profitability and community involvement.

I am excited to collaborate with you for plan execution which will transform your coffee shop vision into a distinctive premium experience for Birmingham locals and tourists.

Reference list

AS (2024). *How to Start a Hospitality Business*. Authors Society.

Council, B.C. (2015). *Business and Licensing | Birmingham City Council*. [online] Birmingham.gov.uk. Available at: https://www.birmingham.gov.uk/info/20012/business_and_licensing [Accessed 13 Oct. 2025].

Food Standards Agency. (n.d.). *Food Hygiene*. [online] Available at: <https://www.food.gov.uk/food-hygiene> [Accessed 13 Oct. 2025].

Kerzner, H. (2017). *Project management: a Systems Approach to planning, scheduling, and controlling*. 12th ed. John Wiley & Sons, Inc.

Kotler, P., Waldemar Pfoertsch, Sponholz, U. and Haas, M. (2023). *H2H Marketing*. Springer Nature.

Mintel Group Ltd (2022). *Coffee Shops - UK - 2022*.

Pine, B.J. and Gilmore, J.H. (1999). *The Experience Economy*. Boston: Harvard Business School Press.

PMI (2021). *The Standard for Project Management and a Guide to the Project Management Body of Knowledge (PMBOK guide)*. 7th ed. Newtown Square, Pennsylvania: Project Management Institute.