

PROJECT PLANNING

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Introduction

The assignment includes the project planning of a new business startup that is going to operate in the restaurant industry of UK. The startup company is going to be a soup bar that specializes in soup but offers other beverages as well. This is a start up business with sole proprietorship. In order to successfully establish the business it is very important to go for the planning of the project so that the target and the schedule of establishing the business are achieved. This particular assignment includes the project planning of this start up business that includes the communication plan as well.

Project Plan

Smart targets

Smart targets are highly crucial for the identification of the different phases that are apparent in the execution and establishment of any project. This is one of the most significant factors to be employed while planning any project from the very initial stage (Mascolo et al. 2014). This is the reason the smart targets needs to be set form the beginning of the project that is going to be very helpful in doing the division of the project. Smart target is very helpful in the management of the project that includes the functional activities in terms of Specific, Measurable, Attainable, Relevant and Time-bound. As of the project of establishing the restaurant the smart targets are analyzed hereafter:

- **Specific:** Establishing a restaurant that offers soups along with other beverages. Specifying the target customer needs to b done as well.
- **Measurable:** These include the benefits like that of revenues after giving the taxes, competitive advantage and further the expansion of the business. The number of visitors per day and the calculation of the average income per day must be anticipated from beforehand.
- **Attainable:** The goals and targets must be well aligned with organisational mission and vision. The quality food and high quality service is the mission and therefore the goal on the daily basis and on the annual basis must be devised as per the target. This requires to

be done in accordance with the strength of the company, the employees and with the intervention of the manager as well. Unrealistic goals should not be set by the manager.

- **Relevant:** The targets and the goals must be relevant and based on the performer and the company as well. This includes the execution of the goal to be given to the managers along with the experienced employee so as to make the functional operations more relevant. The targets therefore must be relevant enough to the employees as well who will operate the functions.
- **Time-bound:** This particular target must be well defined and specified from the very beginning. This includes the making concrete goals that are specified with deadlines which are going to make the execution more prominent. Apparently it may give an indication of pressure but a certain amount is required to perform well within the time synchronizing the operational activities and delivering the product and service as in this project.

Project phases and processes:

After conceptualizing the business plan, the planning of the project is required that includes the analysis of the project phases and the processes that are evident in any business that is opening a restaurant of soup and beverages. The choice of the name is very elementary and crucial which will be identity of the new business and here the name is: “Unique Soups and Beverages”. The other processes include the following:

- ***Making the business plan:*** This includes identifying the target customers, *preparing the menu* that is going to attract the local people and unique in itself as the name suggests. *Pricing* is another important factor that is going to determine the purchase intention of the customers as well. *Financial information* needs to be identified that includes monetary resources and human resources as well. Further, estimation of the start-up capital, its sources, long-term income and expenses as well (Lock, 2014). Gathering information and making marketing plans based on the industry trend of the location where the business will be operated. Finally comes, the functional operation related to human resources that is hiring, training and retaining employees as well (Lock, 2014).

- ***Finding Finance:*** This is crucial for the startup that includes finding the investors or identifying assets as available by individuals like retired persons who are interested.
- ***Checking out the legal aspects:*** This includes having the legal documents of the business like business license and identifying whether the location is properly zoned. It is very important to register the business that is granted by the city. Copyright activities like music are required along with the inspection of the health inspector of the area.
- ***Promotion of the business:*** This must be done in order to introduce itself to the industry and the customers as well. As per the target market this must be done. The target markets being the millennial, the office employees and the health conscious customers as well. Therefore the advertisements like through brochures and cross media or social media must be done highlighting the factors mentioned above for the customers. Internet and social media presence is highly required (Lock, 2014). Availability of the digital technology within the restaurant must be promoted like that of laptop charging, Wi-Fi connectivity and the like.
- ***Customer's service:*** Customers loyalty must be achieved so as to get long termed success and sustainability of the business. After purchase customer relationship must be well maintained by the company (Lock, 2014).

Appropriate scheduling tools:

Choosing the appropriate tool for the project scheduling is highly crucial through which the tasks can be created and organized. The project scheduling is done by the involvement of the staffs and the managers so as to develop the project schedule. For project planning the scheduling is very beneficial (Wilson, 2014). Tools like Microsoft project can be employed for the scheduling of the project plan as per the targeted deadline. The different types of scheduling that includes: Gantt chart, Critical Path Method, Schedule Network Analysis, PERT (Program Evaluation and Review) (Crawford, 2014). For a small business like that of restaurant, a simple tool is more appropriate that is well easier for the employees to follow as well. For this particular project plan, the GNATT chart is the most appropriate.

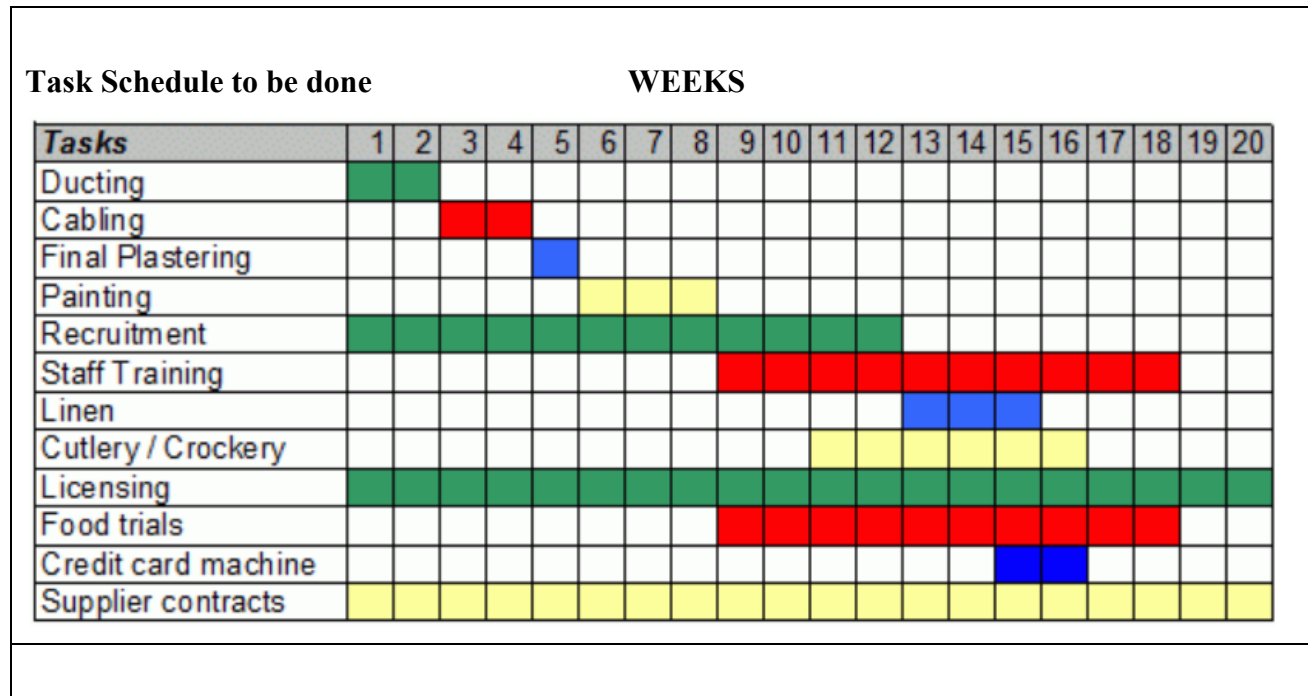


Figure 1: Gantt Chart

(Source: Self-created)

Project plan schedules

Developing the project schedule is very important in order to get a clear view of the activities that is to be performed by the different departments of the organisation. This actually designates the tasks as per the deadline of the completion along with the deliverables. The Project Manager of this project along with the employees needs to organize meeting so that the involvement of the employees is also possible (Mubarak, 2015). All the information along with the timings is presented in the project plan that is called the Project Schedule. The Project schedules needs to be done considering the activities, its sequence, estimation of the resources and duration. The project schedule is presented in the format of WBS that is Work Breakdown Structure. The Work Breakdown Structure of this Project plan includes the following:

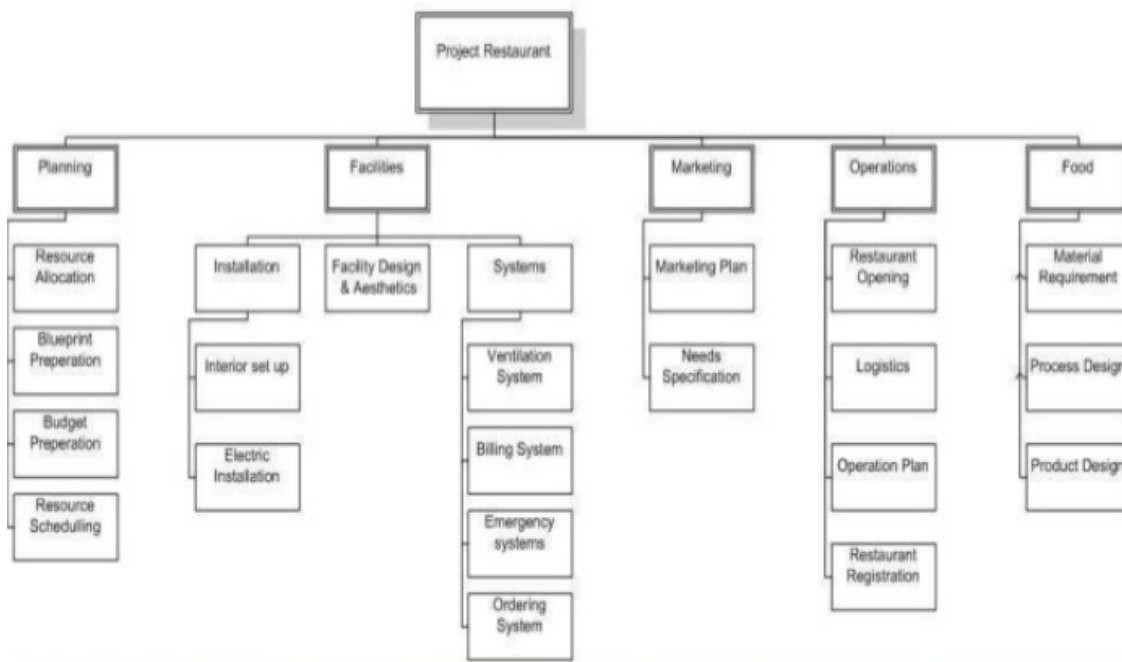


Figure 2: Breakdown Structure

(Source: Self-created)

Risk assessment

It is very important to assess the risks that are related to the establishment of the new restaurant so as to avoid any challenge while executing the business plans. Often risk matrix is prepared in order to go for the identification and assessment of the risk related to any business. After the planning is done, the project management is required so as to go for the proper implementation of all the plans related to the business. This includes the project risk tool as well. The ways of

risk assessment includes identification of the risks, categorizing them qualifying them, risk response received and then documentation of the risks and the solution (Wilson, 2014). This is going to further help to minimize the impact of the risks which are evident to come like uncertain condition, safety risks, climate and condition of the location, financial risks and the like.



Figure 3: Risk Assessment for project planning

(Source: Wilson, 2014)

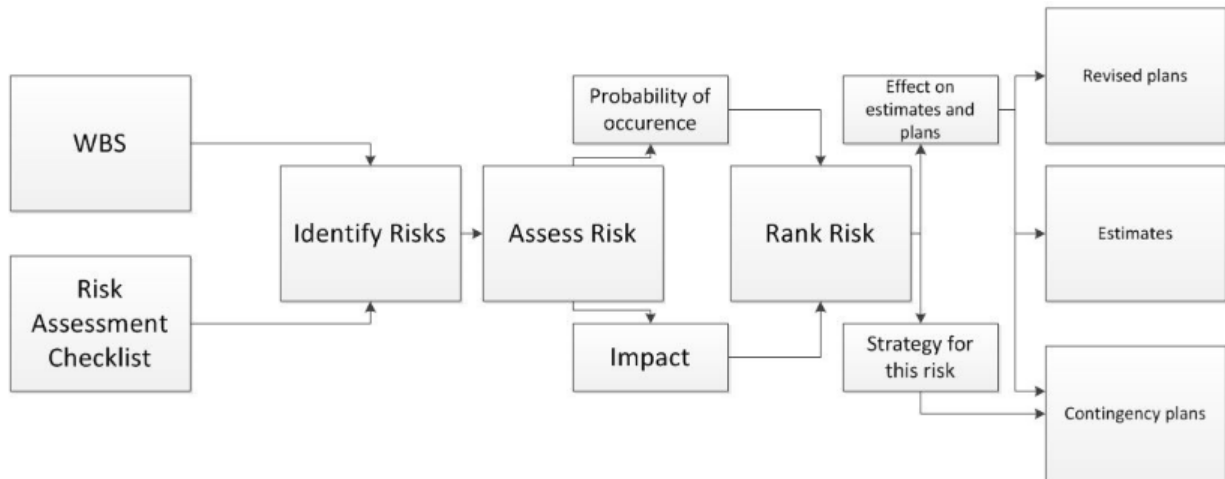


Figure 4: Process of Risk Assessment

(Source: Self-created)

Position Risk Assessment Matrix			
Vulnerability	LOW VULNERABILITY 3	MODERATE RISK 6	LOWEST RISK 9
	SUCCESSION NECESSARY 2	SUCCESSION NECESSARY 5	MODERATE RISK 6
	SUCCESSION CRITICAL 1	SUCCESSION NECESSARY 4	LOW IMPACT 7
Impact on the Business			

Figure 5: Risk Assessment matrix

(Source: Self-created)

Communication Plan

Identification

This includes communicating with the stakeholders after identifying the stakeholders as well as the target audience related to the project which is establishing a start up restaurant. The identification of the purpose of the communication is to attract the audience towards the new stop for having snacks or cup of soup. The identification of the audience is done as per the demographics, health, behavior, employment and the like (Wilson, 2014). The promotional channels include filters, brochures, posters, public demonstration and the new to being the PR releases, presentation in the local events and like. Advertisements in the cross media platform are also done. The stakeholders include the human resources, the managers, the suppliers and supply chain.

Commitment from senior management

The support of the senior management is highly required in order to go for the execution of the project and the commitment of the employees towards the organisation and the senior management. The role of the senior management is highly crucial in driving the employees towards the achievement of the targets related to the execution of the project plans. Therefore commitment and the loyalty of the employees are highly crucial. The commitment song with the mechanism is highly required so as to deal with the employees and overcome the issues that are relevant (Mubarak, 2015).

Roll out the problem

Rolling out the problem related to the communication plan in any project plan is highly required to make the communication more effective. The problem that is evident to occur includes miscommunication owing to wrong delivering method of communication. The language and content is another section that may lead to issues of communication. The types of communication that includes providing services to the customers and dealing with the employees

includes verbal, non-verbal and written communication. The language where the restaurant is going to operate may be an issue in communicating with the customers. Therefore the issues in the style and content of the language have to be devised in a way that issues do not occur. However, issues may come unexpectedly and therefore needs to be done in a way that can be solved using strategies (Mubarak, 2015).

Solution

The solution that can be employed in order to solve the communication issues in relation to this project. The language issue that is mentioned can be solved only through the recruitment of the human resources who are well versed in the local language. The choice of the communication channel is another way through which solution to the issues in communication while handling the customers can be handles. The communication with the stakeholder and the employees can be also made effective so as to effectively implement the project plan includes the inculcation of the communication skills and the interpersonal skills of the employees (Cassidy, 2016).

Explaining its meaning

The Company needs to have better understanding regarding the importance of communication. This will help various stakeholders to eliminate misunderstanding and focus on effective communication.

Request of Commitment

The employees need to commit to the project management planning for achieving fruitful outcome. The management and the employees associated with the work need to communicate properly in order to pass information effectively. Besides, it is important to take feedback from the employees and involve them in decision making session. Moreover, for getting the commitment from senior management various sources can be used such as sending mail. This will help in understanding the theme of planning process. In order to attract customers and get their commitment towards availing the services, the employees should give discounts, various offers for buying more than a limited amount (Cassidy, 2016). They can also be given loyalty

card due to which the customers can enjoy various benefits. This will help the company to achieve customer loyalty and get committed towards the restaurant services.

Conclusion

This is evident that the project planning is the most crucial element in the business panning. Mere planning is not going to yield the expected result the need to go for the management of the project is also required. This is highly crucial for the establishment of the project of the new restaurant. The specifications that are mentioned above regarding the project planning including phases, process, the technique and the tools are all highly significant and very integral of the project plan of any business and for this business as well.

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PROJECT PLANNING

Introduction



- The startup company is going to be a soup bar that specializes in soup but offers other beverages as well. ‘Unique Soups and Beverages’ is the name of the start up business.

Project phases and processes:



Making the business plan

- *preparing the menu*
- *Pricing*
- *Financial information*
- *Hiring employees*

Finding Finance

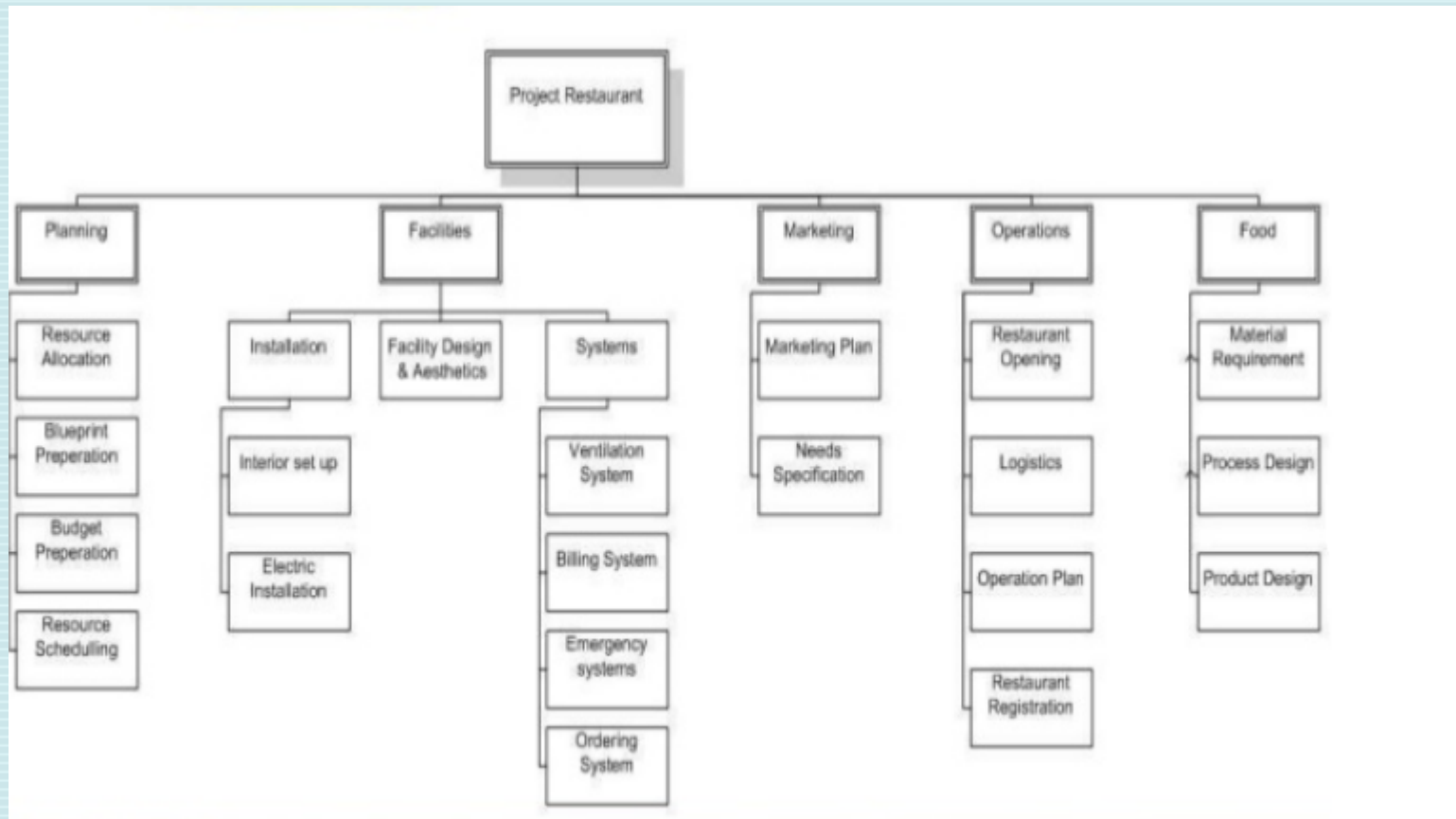
Checking out the legal aspects

Promotion of the business

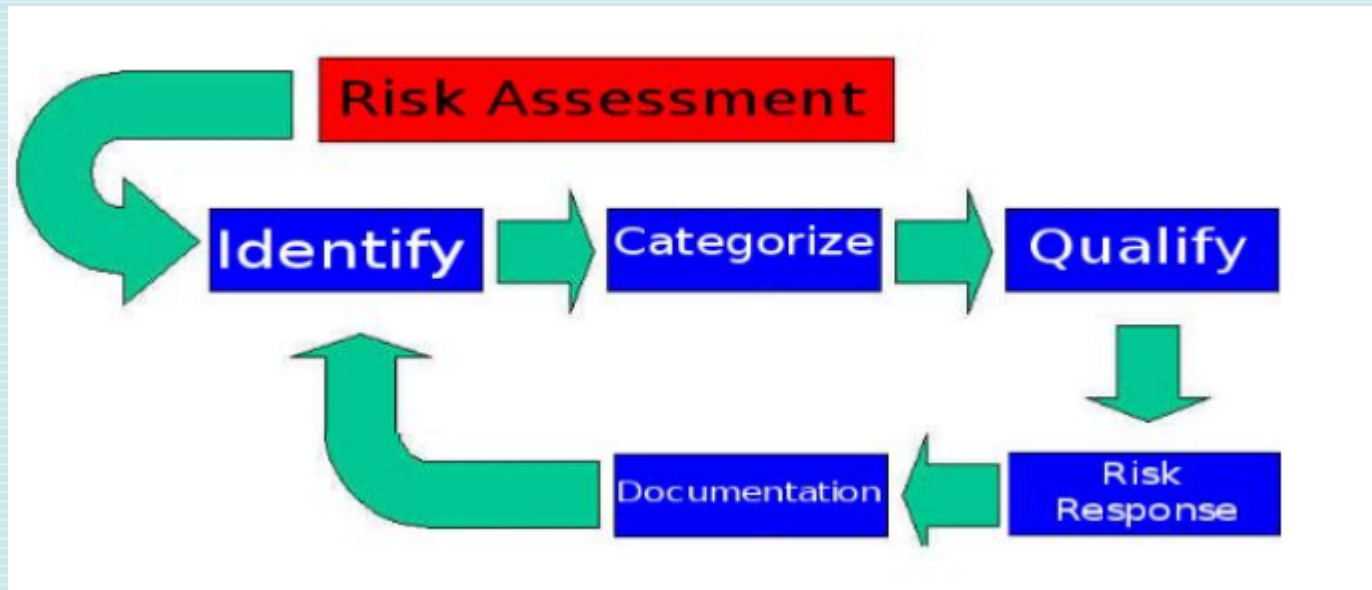
Customer's service

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Project plan schedules



Risk assessment



Communication Plan



- ***Identification***
- ***Commitment from senior management***
- ***Roll out the problem***
- ***Solution***
- ***Explaining its meaning***
- ***Request of Commitment***
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References



- Wilson, J., 2014. *Essentials of business research: A guide to doing your research project*. Sage.
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Thank You