



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Advanced project Management

Barista's Coffee Business

Project Management: Barista's Coffee Business

Students and households residing near my campus not only need a tea, coffee, or snack shop, but also a comfortable place where they can meet, socialize, and share ideas about their personal and professional lives. They can also utilize these safe spaces to relax, work, and read. Even though there are coffee and tea shops near my university, these places do not offer openings for relaxation and socialization. They are usually overcrowded, vulgar, and stuffy. The purpose of this project is to start a coffee house with the aspects above near the institution. Barista's Coffee will take advantage of the daily necessity for coffee near the campus to create an establishment where students and other households can escape stresses emanating from their academic, personal, and professional lives.

Purpose, Scope, and Objectives of the Project

Purpose	To start a coffee shop that serves students and households residing near my campus.
Scope	The business will serve the population living on and off-campus.
Objectives	i. To start a coffee house that offers nearby residents different varieties of coffee, snacks, and pastries. ii. To start a coffee establishment that provides its clients with a fashionable, relaxing atmosphere where they can meet to socialize, share ideas, work, and read.

How the Team Will Receive an Outline of the Project

The Barista's Coffee team will comprise eight partners and about 30 employees. The official communication will be through emails. However, the management can convey

emergency notices through cell phones and WhatsApp because they are convenient to members when they cannot access emails. I will convey the outline of the project to my partners through emails. Since the startup will have a website and a domain name, I will customize business emails for all the members. Customized emails will portray the coffee shop as a legitimate business and earn the trust of my clients. It will also promote the business' brand as its name is incorporated in the email address. After sending the project's outline to partners and receiving their feedback, I will contact the other employees via their customized business emails. The organization's policy requires all members to access their official emails. Only emergency communication will take place through their mobile phones and WhatsApp.

Strategies to Maintain Communication with Team Members

The management recognizes effective communication and collaboration between team members as a valuable tool for improving organizational results. Therefore, it will use four strategies to foster workplace collaboration with members. Firstly, it will create an atmosphere for purposeful communication by discouraging gossips and mudslinging as they are ingredients for conflicts between members. Secondly, the management will conduct regular productive meetings that align team members' actions with organizational goals. I will ensure these meetings are brief and attended by only team members affected by the decisions made. They will also have detailed agendas and assigned meeting leaders to direct the discussions. The third strategy will be to engage in one-on-one interviews to save time and prevent any miscommunication. This technique gives team members the impression that the management and team leaders value their time. Fourthly, the management will communicate using effective channels, such as emails, WhatsApp, and voice calls. Ricard (2020) recommends organizations to choose these channels according to the objective of the communication, its desired outcomes,

and the targeted audience. These strategies will ensure the business reaps benefits, such as enhanced productivity, increased commitment and trust, and better workplace relationships.

Tools to Monitor Goals, Time Frames, and Milestones

Some critical goals and milestones in starting a coffee shop business include performing a competitor and business analysis, seeking funding, recruiting employees, selecting an appropriate venue, purchasing the necessary equipment, and seeking permits from relevant approval authorities. These processes occur continuously during a business' operations. The organization will use a Gantt chart to monitor the goals, time frames, and milestones. Since the management understands the milestones and goals, it will delineate them on the project schedule to recognize when the project should start and end. The team will use the critical path method to identify processes that should not be interrupted. It will later track the milestones and goals to recognize those achieved before, within, and after the deadlines.

Identify Project Milestones and Activities

The table below identifies Barista's Coffee milestones and briefly describes some of the activities involved in achieving each of them. The list is not conclusive.

Milestones	Description	Activities
#1	Write a comprehensive business plan	Prepare a business plan that outlines the organization's customers, competitors, how the enterprise will make profits, and the sales and revenue projections.
#2	Seek funding options	Use a comprehensive business plan to find loan options from friends, family, and financial institutions, such as credit unions and banks.

#3	Find an appropriate location	Finding the right location is a vital milestone for a successful coffee house. The venue should be easily accessible, visible, and experiences frequent human traffic. It should also be spacious to allow people to socialize, work, read, and gather in groups.
#4	Obtain licenses and permits	Conduct due diligence and obtain licenses from the local authorities. This step will also allow the management to comprehend the tax and legal obligations for starting a coffee shop.
#5	Purchase equipment	After securing a location and permits, procure food and drink equipment, such as automated drips, espresso machine, ovens, toasters, grills, blenders, food preparation and serving tables, chairs, grinders, point of sale (POS) system, refrigerators, ice maker, storage bins, and pumps.
#6	Recruit employees	Hire professionals who understand the coffee business to gain a competitive edge over other coffee houses in the area. They include an accountant, general manager, baristas, pastry chefs, security personnel, cashiers, waiters, and waitresses.

#7	Connect with suppliers	The business should connect with suppliers who will provide the organization with inventory items, ingredients needed on the menu, and equipment.
#8	Embark on marketing tasks	Start marketing the business through social media platforms and the official website. The management can also reach out to customers through the services of renowned personalities at the campus and neighborhood.
#9	Prepare for grand opening	The business should prepare for a grand opening after securing all the items required to start operation.

Budget and Key Milestones Project

Milestone	Description	Budget Estimates
#3 – Securing a location	Leasing a coffee shop plus furniture, fixtures, and inventory	\$200,000 - \$300,000
#4 – License and permits	Registration Fees + Filing Fees + Food Service License + Food Handling Permit	$\$50 + \$150 + \$300 + \$300 = \$800$ (Noyes, 2017)
#5 – Purchase equipment	Excluding furniture, fixture, and inventory	Roughly \$2,000 according to Amazon's estimates

#6 – Recruiting employees	Average of \$550 weekly pay/employee	\$16,500 per week Wages for 8 weeks = \$132,000
#7 – Marketing tasks	Marketing on the website and social media platforms is free	\$0
Miscellaneous		\$200
TOTAL		\$435,000

Division of Tasks to Project Team Members

As stated earlier, the project team comprises eight partners and 30 employees. Since all the eight partners, including myself (Partner #1), will assume management roles, the milestones tasks will be divided among them. Members will share the tasks according to their specialties. For instance, Partners #6 and #7 have extensive human resource experience, thereby, will be responsible for recruitment. Partners #3, #4, and #5 will purchase the required equipment because they are experts in logistical operations.

Partners	Roles
All eight partners	Draft the business plan and seek funding options
Partners #1 and #2	Secure an appropriate location and obtain licenses and permits
Partners #3, #4, and #5	Purchasing equipment
Partners #6 and #7	Recruiting employees
Partners #8	Connect with suppliers and undertake marketing tasks
All partners	Prepare for a grand opening of the business

Monitoring of the Progress

The milestones will be monitored using a Gantt chart. The scheduling requires the grand opening to take place exactly three months after submitting the business plan to financiers. Therefore, the project team must undertake all the nine important milestones within this time frame as they expect some tasks to take longer than others.

Maintenance of Current Project Records

As the project's initiator and overall leader, Partner #1 keeps and maintains the current project records on their personal computer. They present these records twice a week during management meetings attended by the other partners. This procedure ensures that all members are updated on the progress made and provide further recommendations where necessary. However, I would recommend that at least three project team members involve themselves in recordkeeping to ensure continuity whenever Partner #1 leaves the business or cannot perform the role.

Current Procedure for Finalizing Projects

Project finalization is the process undertaken to conclude all the activities involved in the contractual obligations. Presently, the team relies on the three project closing procedures proposed by Aziz (2015). The first step ascertains that all the work has been finalized. Currently, some steps, such as securing a location, purchasing equipment, and seeking funding, have not been completed. The second phase entails ensuring that all project management processes have been executed (Aziz, 2015). This step has not been realized. Lastly, Aziz (2015) suggests that the team should formally recognize that the project is completed. This phase has not been accomplished too. Since the project will pursue a 3-year debt financing agreement from a financial institution, the group will evaluate its success once the entire debt is repaid.

Legislation Involved in the Project

The project will follow three legal frameworks regarding anti-discrimination, wages, and health and safety. Concerning health and safety, Barista's Coffee will adhere to the Food and Drug Administration's (FDA) Food Safety Modernization Act (FSMA) of 2011 that requires foodservice organizations heed to food safety protocols while roasting coffee. The business will also abide by the Fair Labor Standards Act (FLSA) that mandates employers to pay coffee shop workers minimum wages of \$8.15. Lastly, Barista's Coffee will follow the Title VII of the Civil Rights Act of 1964 that forbids discrimination based on sex, race, national origin, religion, and color in its workplaces. These laws will enhance the coffee shop's reputation as a responsible employer and prevent potential lawsuits.

References

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