

ESU Cafe

ESU coffee shop

Group No. 5153

Prepared by

Name: Ali HussainAlromiah	ID:2021202236
Name: Mohammed Ali Sulibi	ID:2021200635
Name: Saud Sultan Alenaizi	ID:2021202245
Name: Naeem Mohammed Btawi	ID:2021203842
Name: Mohammed Shugaa alhudabi	ID:2021201866
Name: Mansour Saad Alsowhilb	ID:2021200283
Name: Saleh Mohammed AlAttas	ID:2021201249
Name: Elyas Mohammed Batawi	ID:2021202310
Name: Noor ALNaimi	ID:2021201308

Supervised by

Dr.Walid Soliman

Third semester

1442هـ - 2021م

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Abstract

The aim is to develop a modern coffee shop, specialized in supplying cake, coffee and hot beverages, as well as cold drinks and pastries, the restaurant is targeted at individuals in addition to families. It should be noted among the offerings that the services offered are of high quality and service and also easy access to employees, directly or indirectly.

The vision and goals of the project have been formulated, which is to build a coffee shop that acquires a large base of customers.

In addition to SWAT analysis, it is a strategic analysis tool to know the company's strengths, weaknesses, opportunities and threats (whether they actually exist, or just an idea) and put them under study and analysis. To the weaknesses and threats to which the company is exposed, and to eliminate the weaknesses, reduce their impact, or move away from the sources of threat if it is not possible to avoid them completely.

In addition to the organization's culture, which is a coffee shop with areas designated for women and to learn about financial matters.

1. Strategy:

1.1 Vision:

We're the sunrise today and the sunlight of tomorrow. Our sunshine is coffee. We see that the coffee will come from the drink to the cup. On each boot, we look forward to the future of each day. We will be a progressive, earth salt firm which is actively involved in society and provides employers and employees with a distinctive and friendly welcome experience. We want to bring together people with varied origins and ideas. Our objective is to transform thoughts into truths [1].

our coffee shop brings new concepts like local nights and Tuesday night stories to make customers feel like home in our shop. "Learn not to be applauded," as we said, "we intend to donate our social benefits part of our profits to help the people in need."

1.2 Mission:

Our goal is to deliver first class, fresh and roast-style coffee beans at an affordable price to our customers and to create a unique coffee experience, as well as a first-class product such as latte and other products, to make them a model for the non-perishable, genuine, fair trade of coffee and to be passionate, where customer satisfaction is one of our unified priorities. Quality is our undisputed commitment. To touch hearts and move markets, we do our best.

Develop and set goals



Figure. 1: Develop and set goals

1.3 Objective :

To open a coffee shop and increase its sales.

Specific: In a financial report that shows the available budget and therefore there must be high quality and thus improve the performance of the coffee shop to increase profits.

Measurable: By next year we should be able to raise profits by 150%.

Achievable: Improving marketing and sales plans has a big role in raising profits.

Related: Working to increase sales and increase profits helps in the growth and development of the coffee shop [2].

Time Limit: Within 6 months we should be able to achieve the required percentage.

1.4 Develop and define performance indicators for Lead

Leading indicators are all about trying to predict the future. The term “leading indicator” originated in economics, where it is defined as a measurable economic factor that changes before the economy begins to follow a certain pattern or trend. For example, it can predict negative changes in the economy.

In the field of business, brand recognition, such as the trend of the economy towards consumer services and the fact that most markets turn to those services, are all examples of forward-looking indicators, which indicate trends that can predict future performance. Customer satisfaction can be an indicator of customer loyalty (and thus future revenue), while employee satisfaction can be an indicator of employee retention (and thus performance and productivity).

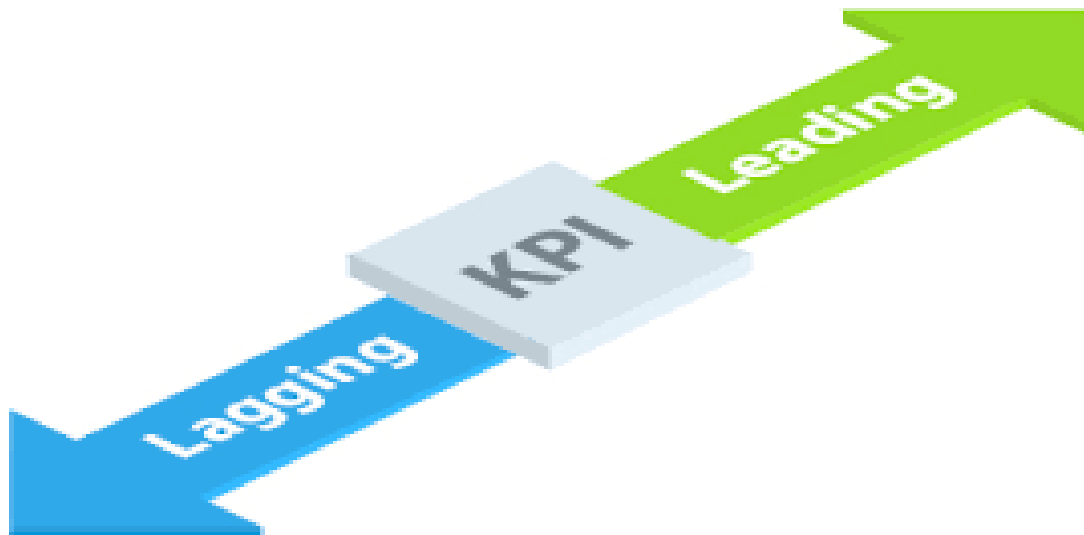


Figure. 2: Lagging and Leading

We find that one of the most important indicators is to measure customer satisfaction, not financial indicators, because financial indicators can be lagging.

1.5 Develop and prepare a template project charter [3] (Appendix 1)

Input	✓ Choice of site As we know, the selection of the proper and strategic site is one of the key success aspects. ✓ Suppliers :as sample (Guangzhou Guanzhu Showcase Co., Ltd) as furniture ✓ Equipment's
Way	1. A formal appointment is sent to the Project Manager by the project sponsor. 2. The sponsor delivers the project manager all project materials (brochures, roadmaps, national strategies and goals, etc.). 3. The project manager shall ensure that all project inputs (in step 2) are available. 4. The project manager must promptly tell the project sponsor if not all inputs are present. 5. As a storage facility, the project manager creates a project file for every project management documentation. 6. The Project Manager shall develop, with the support of (Project Charter) (Key Stakeholders). 7. The project manager receives formal project charter approval as indicated in the form.

The owner	Financier
Sources	• Project sponsor. • Experts in related matters (SMEs). • Project manager. • Team leaders.

2. Governance, structures and processes

2.1 Structure for project teams and units

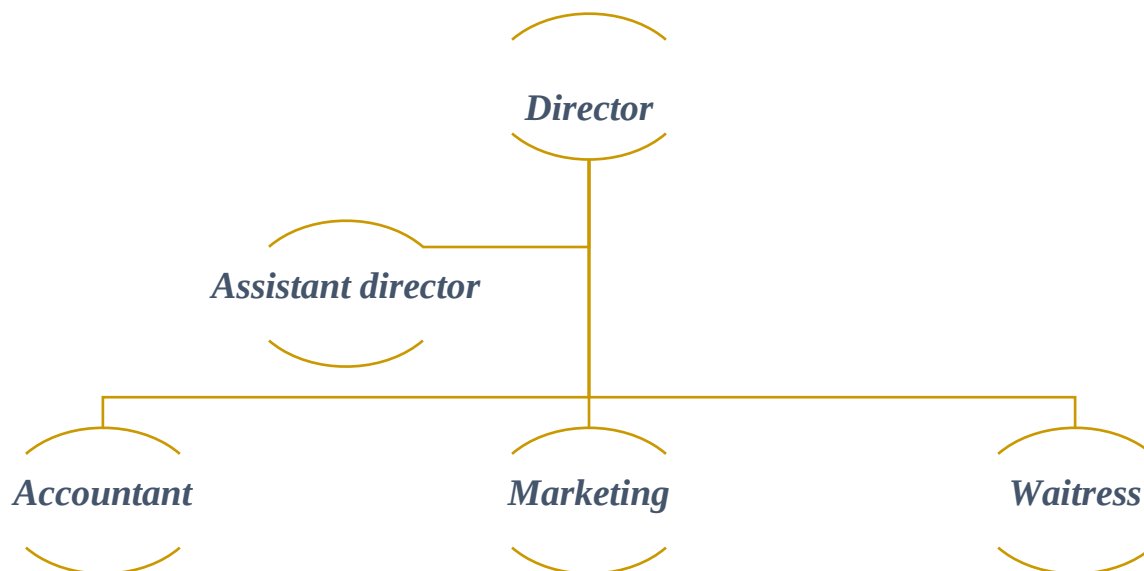


Figure. 3: Structure for project teams and units

2.2 The practical and scientific bases, which adopted in developing the structure

Director:

- Managing the daily operations of the cafe.
- Recruit and select the appropriate competencies for adequate needs.
- Training staff on preparing drinks and proper use of coffee and coffee equipment.
- Coordination with suppliers and contracting to provide the necessary materials and equipment in a timely manner [4].
- Recording and maintaining records of daily, weekly and monthly income and expenses.
- Follow up on customer preferences and add new items to suit seasonal festivities.
- Advise employees on the best ways to resolve issues with customers and provide excellent customer service.
- Ensure that all cafe areas are clean and tidy.
- Strengthening friendly relations with customers to increase loyalty and enhance the mental image of customers.

Assistant director

- Assist the manager in organizing, planning and implementing the various strategy.
- Coordination of operations within the organization, including sales and payments.
- Ensure that set timelines are met.
- Follow-up and assistance in achieving goals by employees.
- Track the progress of the goals periodically.
- Monitor and maintain stored inventory.
- Evaluate employee performance and identify recruitment and training needs.
- Supervising and motivating employees to perform at their best [5].

Accountant:

Work to ensure the integrity and accuracy of information, powers and reports drawn from all

- ✓ Operating systems or documents in the company related to the work of the administration.
- ✓ Contribute to the design and development of the cost system, while working on following up the outputs of the company's sales system to provide the necessary data for the cost system.
- ✓ Gathering, providing and displaying the necessary information to determine the cost of each of the company's services.

- ✓ Supervising the use and operation of the applicable recording systems.
- ✓ Keeping, organizing and classifying financial data and documents according to the applicable regulations and instructions.
- ✓ Submitting suggestions and amendments that would contribute to tightening control over the movement of the company's assets.

Waitress :

Receiving customers and helping them to choose the table
 Taking food and beverage orders
 Preparing the table and making sure the appropriate number of utensils, chairs, water bottles and all other ingredients
 Arranging and decorating the table.

Processes :

- Determine the main objectives of the coffee shop.
- The first step in projects is to define the organizational structure in a way that serves the company's goals [6].
- Determine what is to be done:

The next step in the organizing process is to study the mission for your unit. These tasks are the means that lead to the achievement of the goal. For example, the marketing manager may know that in order to succeed, the marketing department must perform the following functions: promotion, salesmen management, marketing research and soon.

Here, the Matrix Structure can be followed

In which workers are divided according to jobs in a functional structure, and a responsible person for each product is chosen so that he is also a manager of workers in different jobs.

2.3 Types of Project Management Offices (PMOs)

Supportive PMO (low control)

This type of office provides support in the form of on-demand consultancy and provides forms, information, technical support and training to the project team without imposing control or control over the projects and their activities.

This type of office is suitable for organizations that are successful in most of their projects and just need something like an information center. This type is characterized by a low level of control and control over projects and their teams, in addition to the presence of unified standards that are followed in all projects.

Controlling PMO

This type of office provides a unified framework for the organization, which necessitates modification and modification in the methodologies used as well as the forms and applications. It imposes a medium level of control and control over projects and their activities.

This model is used in organizations that wish to have control over activities, processes, and procedures.



Figure. 4: Controlling PMO

Directive PMO (high control)

This type is characterized by a great level of control over the projects and even managing them completely, while providing the necessary support and resources. As soon as the institution contracts on the project, the office identifies managers for it. This type is also characterized by providing high professionalism in project management, as each manager writes periodic reports for the office, which ensures a very high level of consistency in work at the level of all projects.

I find that the appropriate model is the Directive PMO [5]

- Project Management Office (PMO) works to increase the accuracy in implementing and implementing projects in terms of cost, resources and timelines associated with projects. When you are accurate, you can better predict where projects will be less likely to fail.
- The Project Management Office (PMO) for organizations and institutions achieves the development and enforcement of standards in various areas that contribute to the improvement of project management and the enhancement of expertise and regularity among the project team.

- The Project Management Office (PMO) is the entity or entity responsible for making good decisions related to projects, by linking strategic plans with the results achieved, which would help achieve more success in projects [7].

3. Compliance, standards and regulation

3.1 Design a compliance model before receiving project deliverables

The competition and the Consumer Compliance Program (Compliance Programmer) will be established by [Cafe Latte] and [Manager] that meet each of the following requirements: exercise

- A) Within [6] months of and at least once after the coming into force of this undertaking [the manager] will undertake practical training for one year [2] years Competition and Consumer Law 2021 [Business Administration]) The training provided in paragraph 1 above will be ensured by the [Cafe Latte] 2. Managed by an adequately competent professional or lawyer Competition and consumer legislation experience.
- B) Handling complaints Within [6] months of the entry into force of this undertaking, the [Café Latte] will Develop procedures for registration, storage and response to competition and consumers Law complaints.

3.2 Project management stages

- **The first stage** is the start of the project Here; the goal of the project is to provide the best drinks to customers.
- **The planning stage of the project.** At this stage, we set the budget, which is 100,000 riyals, and determine the manpower, which is 5 workers.
- **Project Implementation Phase** During project implementation, individuals perform tasks, project progress information is reported through regular team meetings, and on any project, the project manager spends most of his or her time on this step.
- Work to deliver project documents to employers and terminate all contracts to suppliers.

4. Power and Interest

4.1 Developing a register of stakeholders and forming groups for them:

The periodic maintenance factor for it and its continuous cleaning maintains its production capacity and gets rid of mineral deposits or unpleasant taste. Trained workers: The barista. is the joker and the password in any successful cafe?

Yes, a barista employee (or a coffee maker) who is well trained in serving and preparing espresso cups and other derivatives is one of the most important factors for the success of any coffee shop and the operation of a successful coffee shop. If he is not well trained, a coffee connoisseur, he cares about the special standards for each drink, and he has flexibility and speed in preparing drinks. Therefore, we must always be keen on selecting and training good workers and not underestimating this point. Now we know what the Golden Triangle means, which, once its pillars are completed, we have a product of 100% quality [8].

4.2 Power (Appendix.2)

Using online forms with a stakeholder register		
Category	Role	Stakeholder
Internal	Project Sponsor	Director
Internal	Project Manager	PMO Manager
Internal	Stuff	Assistant Director
Internal	Stuff	Accountant
Internal	Stuff	Marketing Manager
Internal	Stuff	Water
External	Customers	Customers
External	Suppliers	Suppliers

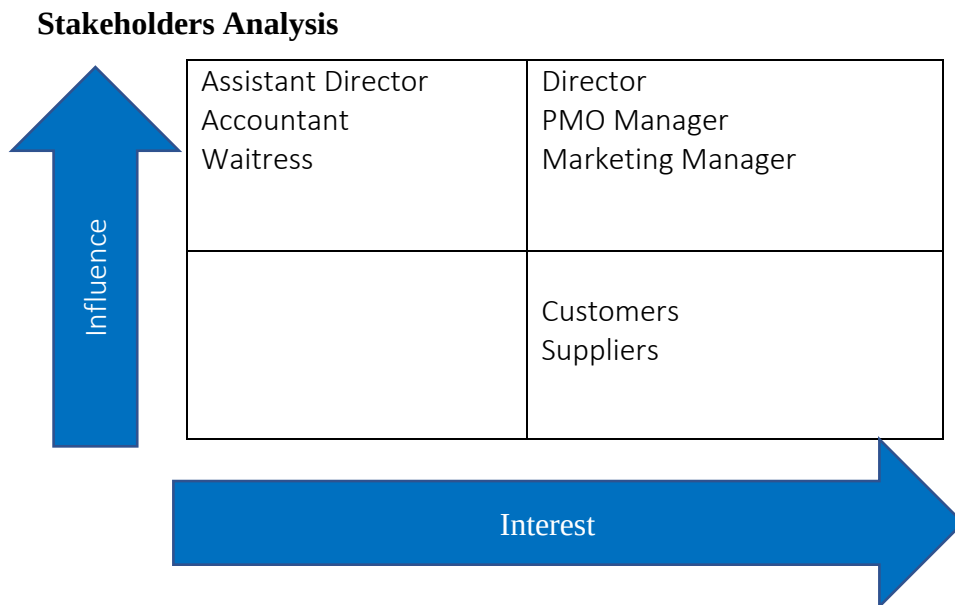


Figure. 5: Stakeholders Analysis

- Stakeholder Register:

- Identification information: name, title.
- Assessment information: requirements, expectations.

5. Organization culture and values

5.1 Defining the culture of the organization

The definition of the culture of the organization is the definition of the coffee shop. Is it possible to receive different nationalities? Is it for males only?

5.2 Submit proposals for the values of organizations that can be adopted through the project

In addition to the cool and pastry drinks, the restaurant is designed to attract persons of different countries and to include a modern coffee shop specializing in cake, coffee and hot beverages in addition to family areas where the project meets their demands of this sort [8].

Among the services, the high quality of service and simple access to employees, both direct and indirect, are important to note.

6. Self-reflection and self-management

6.1 List “3” personal behavior habits of the student that could affect the project

- Discrimination
- Discouragement
- lack of physical stimulation

6.2 Study these behaviors and determine their causes and how to get rid of them

Inefficiency in management and lack of full training for the manager for project management.

Conducting a professional self-assessment using the SWOT model as following:

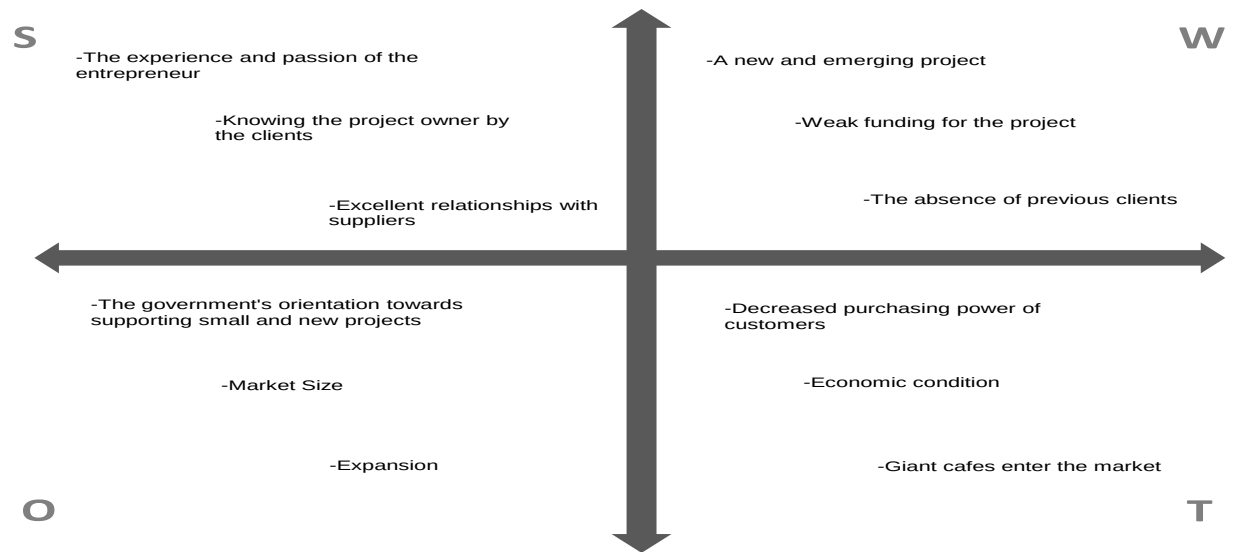


Figure. 6: SWOT model

6.3 Conducting a professional self-assessment using the SWOT model

strength point

1. The experience and passion of the entrepreneur.
2. Knowing the project owner by the clients.
3. Excellent relationships with suppliers.

Weak points

1. A new and emerging project.
2. Weak funding for the project.
3. The absence of previous clients.

Opportunities

1. The government's orientation towards supporting small and new projects.
2. The competitive position of the project in the market has improved.

Threats

1. Decreased purchasing power of customers.
2. Giant cafes enter the market.

7. Personal integrity and reliability

7.1 Exhibiting “Three” behaviors that are inconsistent with ethical integrity.

- Harassment
- Deception
- Non-commitment to work

7.2 Analysis of the financial, social and technical impact, if any, of these behaviors on the project's work and relationships.

- We find that one of the technical effects that can occur is inefficiency and customer dissatisfaction with quality [9].
- From a social point of view, the spread of a bad enough reputation for the existence of acts of harassment against him, which leads to his closure.
- From a financial point of view, a large financial loss can lead to a closure.

8. Personale communication (Appendix.3)

stakeholders	Importance
families	We find that families need an atmosphere to go out and have fun
staff	We find that employees may need enough for job interviews or for entertainment

8.1 Stakeholders register (Appendix 4)

Stakeholder Name	Email- Website	Group(Internal & External)	Mobile# Extension#	Communication Needs
Director	DRC@ESU.com	Internal	M:055##### Ext. 310	On Demand; Steering Committee
PMO Manager	PMO@ESU.com	Internal	M:055##### Ext.311	Weekly meeting; On Demand; Sterring committee; status review meetings
Assistant Director	ADRC@ESU.com	Internal	M:055##### Ext.250	Weekly meeting; On Demand; Sterring committee; status review meetings
Accountant	ACC@ESU.com	Internal	M:055##### Ext.303	On Demand
Marketing Manager	MRK@ESU.com	Internal	M:055##### Ext.266	Weekly meeting; On Demand; Sterring committee; status review meetings
Waiters	WTR@ESU.com	External	M:055##### Ext.320	On Demand;
Customers	www.ESU.com	External	M:055##### Hotline	Survey, promotions, test Panels, loyalty program.
Suppliers	www.ESU.com	External	M:055#####	Survey, test Panels, business review.

8.2 Identify the personal communication and the effective communication

- **Interpersonal communication** is the communication within the individual, and this communication is used to analyze situations.
- **Effective communication** is communicating with others through the exchange of information, whether verbal or non-verbal [9].

Define forms, models, and channels of personal communication

Verbal communication: This communication takes place with spoken speech, whether it is in conversations, meetings, or others, and it may be in written speech.

Non-verbal communication: here information and ideas are conveyed without any language.

8.3 Communication channels

Communication channels, which are the way in which communication takes place, such as the telephone, such as social media channels and others.

Models:

- Shannon and Weaver model.
- Schramm Model.

Communication management plan (Appendix 5)

Communication routine	Objective	Type of communication	Medium	Requirement	Audience	Routine owner	Time line	Deliverable
Daily progress report	Daily status report	Informal verbal Formal written	Email, online meeting	Meeting room, laptop	Project team	Project Manager	After daily activity end	Daily report and performance report
Weekly Meetings	Discussing weekly Achievements and monitor	Informal verbal Formal written	Meeting	Meeting room	Project team	Project Manager	At the end of the week	Meeting memo

	the quality of deliverability and the risk controlling							
Monthly Meetings	Discussing monthly progress report, estimating project completion	Informal verbal Formal written	Meeting	Meeting room	Project owner and project manager	Project Manager	At the end of the month	Monthly progress report
Limited Meetings	Discussing change requests, violations, and managing stakeholders	Formal verbal Formal written	Meeting	Meeting room	Project Manager and one preoccupied with the problem issue from the team	Project Manager	Every needed	Confidential Report, document update

8.4 Building a contact matrix

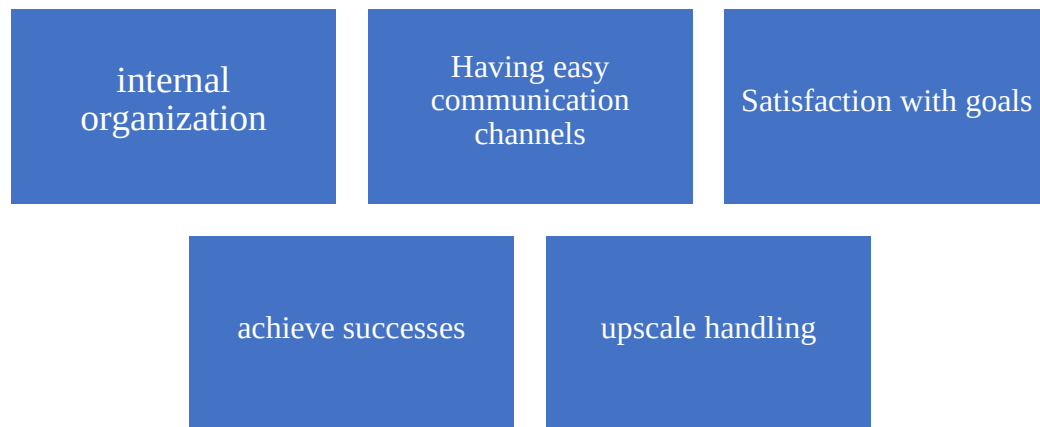


Figure.7: Building a contact matrix

Relationships and engagement

8.5 Wrong communication forms

- Poor communication typically happens when what is stated and listened to is different. In other words, the person who has been communicated misunderstood what you tell him. Overall, the successful exchange of

information, meaning, thoughts and feelings among people is good communication [10].

- There is no fixed base for communication.
- Cramping during communication without checking it.

8.6 Stakeholders assessment matrix (Appendix 6)

Levels of stakeholder's engagement:

- **Unaware.** In this first level, stakeholders are unaware of the project and any potential impacts its outcome may have on them.
- **Resistant.** Stakeholders in this category are aware of the project and are resistant to the change.
- **Neutral.** Neutral stakeholders are aware of the project but are neither resistant to nor supportive of it.
- **Supportive.** These stakeholders are aware of the project and its potential impact and are supportive of the change.
- **Leading.** Stakeholders in this category are aware of the project and are actively working to ensure its

stakeholders	Meet their needs
Families	
staff	Train commuters

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Owner					C, D
manager				C	D
customers	C, D				
Suppliers		D	C		
Government			C, D		
Operations & Staff	C			D	
Accounting and Marketing				C, D	

C: current engagement

D: desired engagement

9. Leadership

9.1 Identify the Leadership model:

- Leadership based on authority so that the manager can achieve the goal in the short term.

9.2 Determine the reasons for the preference for that model.

- A leader can influence the renewal process in different ways and at different stages different aspects of the project life. He can already, pay with a group of Actors have to collectively move towards the future and envision and build their own destiny actively. It affects the direction of the project, the formulation of objectives, and the achievement of Balance between utopia and realism.

9.3 Presenting "Five" proposals for stimulus methods that are commensurate with the nature of the project.

- Create a business plan by studying costs
- Site selection
- Choosing the best suppliers
- Identify the main equipment
- Brand design and decoration design
- Select a list of products

10. Design a RACI model for three administrative procedures in the project.
(Appendix 7)

Task	Project manager	Financial manager	Remodeling supervisor	Risk analyst	Shop owner	Contractors	Suppliers
Needs assessment	A	R	I	I	I		
Research local community	A	R					
Produce project charter	A,R	C	C	C	C		
Analyze various contractors and suppliers	A	C	R	C	I		
Contract development	A	R	C	C	I		
Order materials	I	I	C	A			R
Produce cost reports	I		A,R				
Time Schedule	A	I		R		C	
Remodeling works	I			A		R	
Risk assess project	A				I	I	
Stakeholder communication	A	R					
Final project report	A,R	C	C	C	C		

A=Accountable R=Responsible C=Consulted I=Informed

11 Conflict and crisis

11.1 Defend of Crisis and Conflict:

- A crisis is a defect that affects materially and affects the whole system, as it affects assumptions.
- Conflict is the occurrence of something that causes the moral structure to be disturbed and turbulent.

11.2 Presenting three expected scenarios for the conflict events in the project with solution:

Scenario#1

You go wrong with a new colleague.

You are asked to answer your request, but you do not want to help because you are working on a tight deadline and don't want to waste time.

Solution: Whoever the conflict is - the employee, your supervisor, etc., if you are self-aware, they'll think more about you [10].

Scenario#2

You have a promotion for which your friend worked as well. Now between you two, things are weird. You obviously want to continue with the friendship, but outside teams they're not even talking to you.

Solution: The conviction that promotions come because a friend of mine worked hard and worked to improve my business.

Scenario#3

Struggles to get tips.

Solution: Get a decent salary.

11.3 Root Cause Analysis: No successful management – Discrimination-inequality

12. Resourcefulness

12.1 Human Resources

Recruiting:

The human element is one of the most important elements that form between them. To establish an organization, or a company, the human element must be highly skilled and distinguished. There must be tests for employment to ensure that the individual is fit for employment.

Compensation Management

The process of managing, analyzing, and determining each employee's salary, incentives, and benefits is known as compensation management. Compensation managers strive to attract, retain, and engage employees by providing broad and competitive compensation plans within the constraints of the company's budget. The state's labor law can be used to determine this.

Training and Development Management

Focusing on the employees which under the organization moreover the training vendor who individual or organization that provides professional training for the employees.

And that to increase employees' qualifications and skills to meet different job requirements and objective and to increase employees' capabilities in performing new duties and preparing them for higher responsibilities.

Performance Management

Transparency must be increased. When employees have a clear understanding of how embodying those values and meeting those benchmarks impacts their

day-to-day work life and overall compensation package, they can better align themselves and their goals with company values and benchmarks.

Create a mentoring culture within your organization. Employees now have all the information they need to know how they are doing in their current roles and what they need to do to advance in them or take on new ones, thanks to increased transparency.

12.2 Aanalyze the influence of conducting Crashing and Fast-tracking

Crash:

- No previous management experience.
- Lack of qualified workers.

Fast- tracking

- Obtaining the necessary licenses.
- Working on finding a great location for a coffee shop.
- Work to find the hands of a trained worker.

13. Negotiation

13.1 general rules for the negotiation process.

- The ability to influence others is undoubtedly an important and necessary skill in the negotiation process. It helps you explain the reason why your proposal is the best solution for all parties, and thus gain their support. Browse on Forsa website [11].

- There can be grounds for concern or friction with administrative negotiations or management. Employees may occasionally feel uncomfortable with someone in the business voicing their wishes and requirements. Check the webpage of Forsa. This form of bargaining is, however, typically impeded by the job search or recruitment process. The worth of your compensation, or benefits or tasks of your employment may need to be negotiated. All these things have a direct impact on your job happiness. Not only that, it may be a wonderful occasion to present the bargaining talents of your prospective boss.

13.2 Prepare two negotiating plan

Change directions behind the other end.

- Gaining the support and support of the other party and the forces affecting it.
- Pushing the other party to perform a specific behavior according to a specific plan.

The second

- Creating the climate for negotiation
- Accept discount to negotiate
- Prelude to negotiation

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