

OUNCE BURGERS

OUNCE BURGER

WE IMPRESS YOU EVERY TIME

Prepare

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1.0 Mission:

- **Introduction:**

Generally speaking, the mission statement will state what the project will do and to whom it will be done. The mission statement makes the project more important, increases productivity, maximizes happiness and develops the capabilities of employees.

- **Mission:**

An excellent operation aims to enhance the advantages of well-known consumer products. The purpose of the project is to design and build the “Ounce Burger” restaurant on Tahlia Street in Dammam. Excellence in providing the finest types of fresh meat and daily well-baked bread with a high quality of taste, high speed in serving, packed in a creative way that suits the variety of customers, including individuals, families, and children, at reasonable prices within the reach of everyone.

1.1 Vision:

- **Introduction:**

The vision defines the direction of a project or business and provides a common sense of purpose. A clear vision makes sure short-term & long-lasting goals of the business that guides the leaders to take long-term decisions.

- **Vision:**

To become one of the most successful restaurants in this field, by providing a quick service through skilled staff, serving the greatest burgers regionally.

1.2 Our Tagline (Slogan):

The slogan points out the benefit of the products towards the consumers which highlighted the brand image. A short and effective slogan aids to upsurge consumers' positive attitudes. However, our slogan is

“ We impress you every time “

1.3 Objectives:

- **Introduction:**

The SMART objectives of the project provide clarity and structure of expectation for the individuals for the managers, leaders, individuals, and teams. It provides a link between the roles and efforts of the individuals and teams. We incorporate the SMART model to identify the objectives or purpose of the projects. Based on this, the objectives are specific, measurable, attainable, relevant, and time-bound.

- **Objectives:**

- To increase the restaurant's annual sales by 5%.
- To open a new branch yearly after 2 years of launching the main one.
- To conduct 3 advertising campaigns monthly.
- To bring in 30 new customers monthly.
- To reduce our total expenses by 10% annually.

1.4 Performance Measurement Indicators:

Introduction:

A key performance indicator (KPI) is to evaluate the performance or success of the project for the activities. KPI indicates the performance of how the project will make sure its progress meets the project goals.

However, KPI is nothing but the indication of overall project performances which aids to take further actions.

KPI	Strategic Objectives	Lead Indicator	Lag Indicator
Financial Perspective	Improve return on investment	Add more dishes to the menu every year	Cost-cutting by reducing the work necessary to get the food done.
	Reduce overall costs.	Constantly search for cheaper raw material without affecting quality.	Expense costs
Customer Perspective	Improve customer satisfaction	Add dishes to the menu based on surveys.	Getting feedback about new dishes and implementing necessary improvements.
Internal Processes Perspective	Improve staff knowledge	Conducting monthly training and workshops	Evaluating staff performance and giving feedback monthly.
Brand Awareness	Insuring continues market penetration	Assigning 2% of revenue to the advertisement.	Getting customer feedback about how they heard about the brand.

Table 1.4

1.5 Project Charter:

- Introduction:**

The project charter entails prescribed information about the project which entirely refers to the project within a short document. The project charter consists of project objectives,

activities, and stakeholders' info. Though, the project charter is an important material of the planning that aids during the course of the lifecycle of the project.

- Our **Project Starts from** the first January of 2022 (**01/01/2022**) **to** the last day of May 2022 (**30/05/2022**).

1.5.0 Overview:

The purpose of the project is to design and build the “Ounce Burger” restaurant on Tahlia Street in Dammam. According to the new Saudi building code, the construction of the restaurant will comply with all current building rules and regulations provided by the National Committee of the Saudi Building Code and will be completed on time and within a specific budget. The project will take at least seven months to complete.

1.5.1 Project Goals:

The organization intends to provide high-quality baked and meat-based meals that are affordable and are delivered promptly. The ounce burger will shape a successful business by serving excellent food escorted by service, at reasonable prices, in a clean facility. We have absorbed much of quality food and we simply can't afford to dissatisfy our customers because their satisfaction is our success. The company intends to create a strong brand in the first twelve months and then work towards profitability by the year 2023. Promoting the restaurant as the city's premier take-out destination is also a priority

1.5.2 Deliverables:

We are going to secure a premise located in a high-traffic area Maintaining a high level of customer satisfaction and minimizing operating expenses to save hidden costs. The project makes sure to enhance efficiency by keeping staff motivated, minimizing errors, integrating the accounting software, minimizing the time spent on staff logistics, implementing an integrated purchasing system, streamlining food preparation through pre-preps, optimizing the space layout to make movement economical, and constantly training the staff. Increasing customer awareness of the brand through aggressive marketing. Enter into contracts with reliable suppliers.

1.5.3 Scope Definition:

The specter area does not have a burger restaurant despite the presence of a ready market. This project intends to fill this market gap by opening an establishment that attracts individuals who seek high-quality, convenient, and fast food. The maiden step will be to acquire a space in the downtown part of the city where foot traffic is high and convert it into a restaurant. Crucially, the premise needs to be served by a significant parking area, as well as a drive-through window. The restaurant will offer fresh burgers alongside meat-based delicacies and pastries since we hypothesize that the target market of the main product is also willing to purchase the complimentary offerings. This project will be completed in five main phases. The first is the planning phase where the prospective entrepreneur will conduct a comprehensive plan to conduct the projects. The second milestone is permits & licenses securing the premises and imitating ties with suppliers. The third milestone is design and construction whose primary objective is to convert the indoor decoration into an attractive outlet. The fourth phase of this project is the soft opening where we will start serving and offering a free meal to gain primary knowledge about customers' attitudes. During this step, the team will conduct an aggressive marketing campaign. The last step is a grand opening.

1.5.4 Key Schedule Milestone:

Activities or Milestones	Due Date
Planning Phase	01/01/2022
Permits & Licenses	1/03/2022
Design and Construction	30/03/2022
Soft Opening	20/05/2022

Launch the restaurant	30/05/2022
-----------------------	------------

Table 1.5.4

1.5.5 Stakeholders:

Owner (Project Manager)	Project Team
Building contractor & Interior designer	Suppliers
Government	Customers
Project Management Office (PMO)	

Table 1.5.5

1.5.6 Project Team:

Restaurant Manager	Owner (Project Manager)
Exec. Chef	Head Waiter
Cooking Chef	Server
Dishwasher	Host
Kitchen Cleaning Staff	Table Cleaning Staff

Table 1.5.6

1.5.7 Project Risks:

Hire New Employees:

- The new employees may not be satisfied with the wages.
- The new employees may not be good at this job at all.

Lost Time:

- The newly ordered raw materials may not arrive in time causing delay in the opening of the new restaurant.
- The decoration in the new restaurant cannot be finished on time.

Unsatisfied Customers:

- The new dishes may not cater to the interests of the customer.

1.5.8 Assumption, Constrains, and Dependencies:

Assumptions:

- The project will be completed by 30 May 2022.
- 10 workers will be hired and will undergo training before the slated grand opening.
- Wage calculations are based on 40-hour weeks
- The set-up costs have been estimated as the prices of furniture, fittings, and kitchen equipment are not known.

Constraints:

Possible constraints that the team may experience include:

- Acquiring the needed licenses within the estimated timeframe. Locking in reliable vendors.
- Experiencing delays in opening due to supplier delays.
- Securing renovation permits within the desired timeframe.

Dependencies:

- Grand opening will only take place after the premises have been set up, goods delivered, and recruitment of workers.

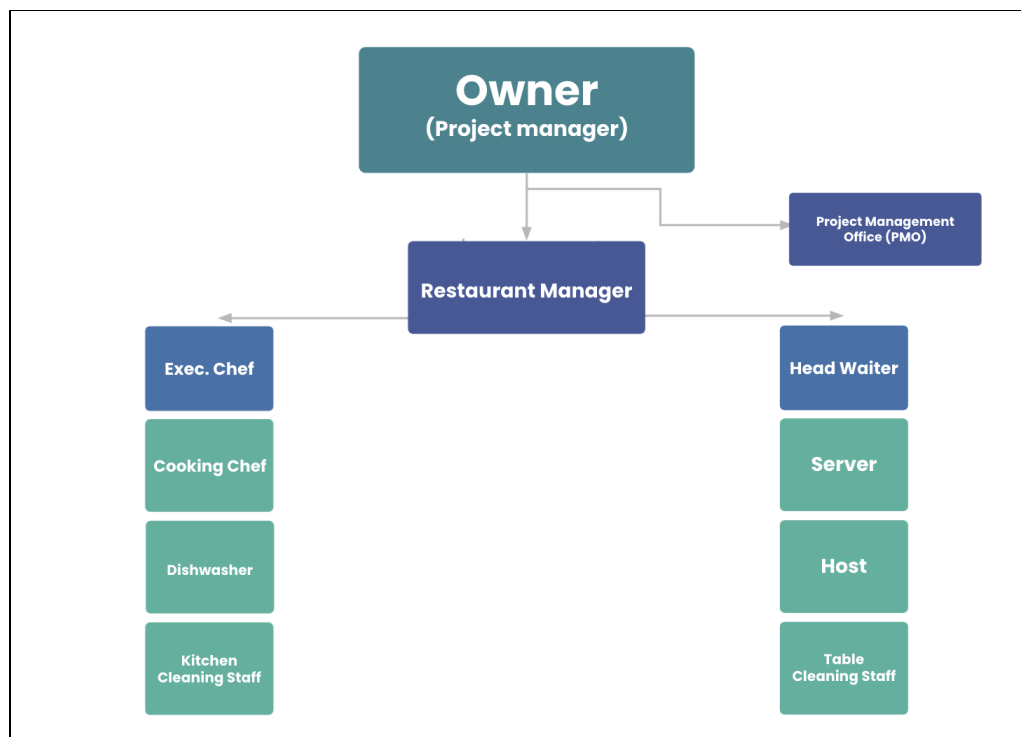
1.5.9 Project Budget:

The budget of the project should not exceed **1,000,000 USD** (Appendix 1.5.9).

Chapter 2: Governance, Structure, and Process:

2.0 Organizational Structure:

An organizational structure is an outline or scheme that specifies the direction of individual relations and certain activities within a flow. It will deliver guidance to the individual's employees through official reporting relations and workflows.



Figures 2.0

2.1 Practical and Scientific Bases, in Developing the Structure:

In developing a project structure, It is necessary to break down every section so that everyone gets the direction flawlessly and identify the activities that help them to understand their roles and responsibility (Reference 1, Winter, Smith, Morris, & Cicmil, 2006). and for that, we've chosen the matrix organizations because it provides us clear accountability within a specific business function and allows for us more efficient allocation of specialized skills across the entire restaurant.

As you can see, in our small-sized restaurant, we aim to make a clear picture of what is expected from our project team, so with that, we can achieve “requisite organization”, allowing our project team to reach their full potential. The organization chart places the owner as a vital role who manages the entire restaurant through a project manager. Though, in this case, the restaurant manager fulfills the function of receptionist and cashier, with the help of the head waiter. Here, the head waiter controls the host, service, and cleaning the tables to ensure fast service. Also, the restaurant manager ensures a direct supervision function for the head chef with the kitchen staff and the head chef is a supervisor to the cooking chef to ensure the quality of the products or burgers. The restaurant manager fulfills part of the functions of human resources, such as paying the payroll, hiring, and firing. This organization chart has a fairly small staff, and the restaurant owner fulfills the manager's functions, so our restaurant is an efficient organization. Also, a cleaning staff organizing and cleaning the tables after the diners have finished. The aim therefore, is not to do away with or undermine hierarchies, but to rather make them work more effectively (Reference 2, Ross, 1992).

Because in our restaurant we are a "small organization of fewer than 60 employees”, which complicates with the help of his assistant. We've chosen the best organizational structure for our restaurant "Balanced Matrix” with the use of other types of organizational structure. Balance Matrix organizational structure is the one that will give us a cleaner, easy-to-understand outline that will be clear without too many details.

2.3 Project Management Office (PMO) Model:

The project management office model upholds and states the standard of project management through the organization. A PMO helps to document and maintain standard practices for strategy development in one place. Project management, the office ensures the success of plans and projects. The level of control we intend to have is moderate over our activities, processes, and procedures. And with the help of a professional PMO to ensure that the project will run smoothly, including project management consultancy and project management training. At this stage, we need a unified framework for the office that allows us to make adjustments and modifications to the used methodologies, as well as forms and applications, so a controlling PMO best suits the type of organizational structure we are following, which is the balanced matrix.

Chapter 3: Compliance, standards, and regulations:

3.0 Check Compliance Model:

Introduction:

The inspection compliance model consists of the legislative and regulatory requirements necessary for the operation of the business. This shows the regulatory system and process to operate the project. The whole operational activities are listed to check the compliance in the middle of the project or within a different period. This compliance model helps to monitor the entire project at once to keep the project going (Reference 3, Melzner, Zhang, Teizer, & Bargstädt, 2013).

Project Name	Ounce Burger Restaurant	Owner		Main Contractor	Samar Co.
Date		Day		Ref.	

Requirements				Compliance		
No	Goal / Deliverable	Responsible	Details of Deliverables	Goal / Deliverable	Compliant (Yes/No/NA)	Remarks
1	Project Planning and Analysis	Owner & PMO	1.1 Project charter and scope 1.2 Location 1.3 Budget 1.4 Measurement of resources 1.5 Application of Licenses 1.6 Contracts with Designer furniture dealers, and food suppliers	Project Planning and Analysis	Yes	
2	Construction	Project Team and Building contractor Interior & designer	2.1 Indoor dining area 2.2 Kitchen Room, Reception section, Garbage points	Construction	N/A	
3	Installations	The project team and suppliers	3.1 Kitchen appliances 3.2 Fire extinguishers	Design and Construction	N/A	

4	Human Resources	Restaurant Manager	4.1 Staff recruitment 4.2 Staff training 4.3 Training materials	Human Resources	N/A	
5	Advertisement	Project Team	5.1 Offering meal perks and offers	Advertisement	N/A	
6	Closing	Owner, Project Team	6.1 Inspection and Finalizing the project 6.2 Opening ceremony	Closing	N/A	

Table 3.0

3.1 Check List of The Project:

- **Introduction:**

The project checklist consists of the selected items of the project that need to be completed to accomplish project goals. The purpose of the project checklist is to make sure no items have been left incomplete. This identifies the necessary resources needed for the project. However, it is important to check the whole project activity and make sure everything is done on time.

- **Check List Model:**

Check Lists		Status Not Started - In Progress - Complete	Due date
Start			
1. Come up with the restaurant vision		Not Started	01/01/2022

2. Define our restaurant project		Not Started	05/01/2022
3. Identify and plan the available resources		Not Started	11/01/2022
4. Identify the restaurant scope		Not Started	16/01/2022
5. Identify the stakeholders		Not Started	20/01/2022
Plan			
1. Create the Project Plan		Not Started	25/01/2022
2. Choose a Communication and Project Management Tool		Not Started	30/01/2022
3. Create a Schedule for our Project Team		Not Started	02/02/2022
4. Create a Work Breakdown Structure (WBS)		Not Started	16/02/2022
5. Work on the budget		Not Started	20/02/2022
6. Prepare a risk management strategy		Not Started	26/02/2022
Achieve			
1. Get Permits	2	Not Started	02/25/2022
2. Get Licenses	2	Not Started	01/03/2022
3. Designing and Finish the Restaurant Construction	2	Not Started	30/03/2022
4. Soft Opening	1	Not Started	20/05/2022
5. Lunch the restaurant	2	Not Started	30/05/2022



Close			
1. Monitor our restaurant Progress and Performance	2	Not Started	01/06/2022
2. Manage Issues and Risks	2	Not Started	03/06/2022
3. Inspect Your Results and Deliverables	2	Not Started	05/06/2022
4. What Have You Learned?	1	Not Started	07/06/2022

Table 3.1

Chapter 4: Power and Interest:

4.0 Stakeholders Groups:

The Stakeholder register and form groups consist of relevant information about stakeholders as a document of the projects. The register helps to identify the people, individuals, groups, and organizations who have an interest in the project's outcome. The purpose of the stakeholder's register is to keep a record of the stakeholders who are influenced and infected by the project outcome. Register documents are mentioned below.

Stakeholders Groups	
Organization	Individual
1- Governance: - Ministry of Commerce - Ministry of Health 2- PMO 3- Suppliers: - Building contractor & Interior designing - Food agency - Plastic and paper factory	Owner (Project manager) Project Team Customers

Table 4.0

4.1 Stakeholder Register:

Stakeholder Title/Name	Role	Internal or External	Expectations	Requirements	Concern
Owner (Project Manager) PMO	Control and bears business responsibility for capital, and income Sets and maintains the standards for restaurant management	Internal External	To make a profit from the restaurant Expand the business and make further development Deliver corporate strategy through the planning, prioritizing and managing	Successful project implementation Responsibility, authority, and empowerment	Not able to maintain the success and project plan False planning, and analyzing
Project Team	Direct activates resulted in success or failure	Internal	Be able to provide customers with high-quality services	Given the required recourse to meet customers need Be supported with essential training	lack of skilled labor Conflict and tension
Building contractor & Interior designing Samar Co.	Excellent building and design that reflects the culture of the restaurant	External	Ensure that design meets the owner requirement and impress customers	Given a good budget and clear vision for the restaurant	Owners change their minds constantly

Customers	The recipient of good service and food for the amount of money	External	To be able to relax and enjoy good quality food and service at a reasonable price	Provide a fresh and good taste of burgers	Bad service Low quality of food or taste
Suppliers: YF food agency BA for Plastic and paper	A vendor that provides good service or products to the restaurant	External	The products or food provided must meet restaurant standards	Maintain payment terms	Late payment
Government: Ministry of Commerce Ministry of Health	Provide the necessary licenses to open the restaurant	External	Follow the provides regulations	Fulfill all conditions	Failure to comply

Table 4.1

4.2 Stakeholder Analysis:

The stakeholder analysis with the two networks: (Strength/Interest) and (Influence/Strength) aids to identify the stakeholder's power, interest, and influences. The analysis generates the important insights and influence of the project management. However, the stakeholder analysis satisfies the interest of every stakeholder and satisfies their needs.

Stakeholders	Power (High/Low)	Interest (High/Low)	Influence (High / Low)
Owner; project manager	High	High	High
PMO	High	High	High
Project team	High	High	High
Building contractor & Interior designing	Low	High	Low

Suppliers	Low	High	Low
Customers	Low	Low	High
Government	High	Low	High

Table 4.2

4.3 Stakeholder Network:

The stakeholder analysis is based on the figure below, where there are two networks: (intensity/interest) and (Influence/ Strength) the level of the stakeholder's power can be identified. It helps us understand the most influential stakeholders with the highest authority.

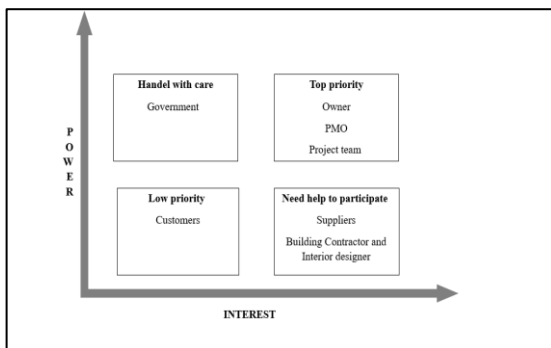


Figure 4.3.1

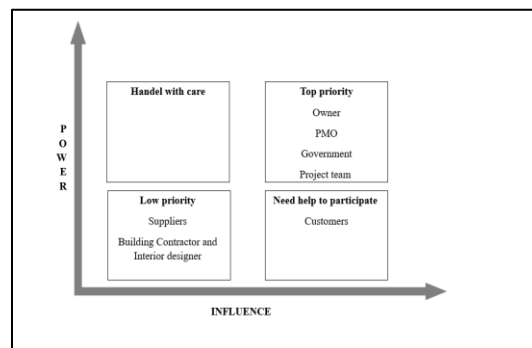


Figure 4.3.2

4.4 To use the Logical Diagrams for the Register of The Stakeholder.

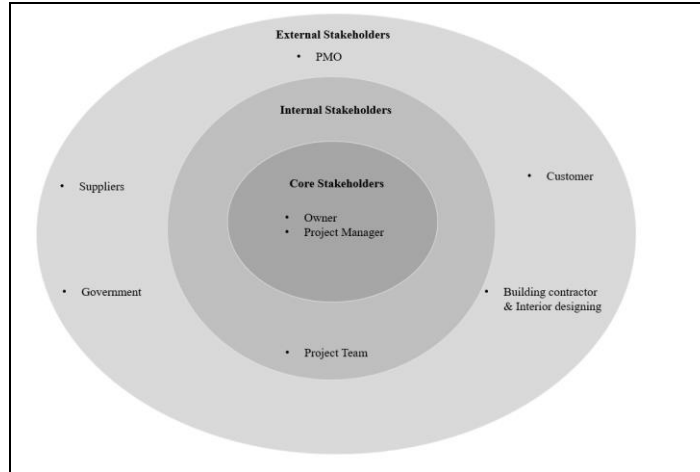


Figure 4.4

Chapter 5: Culture and Values:

5.0 Culture Of The Organization:

The organizational culture is stated as a traditional framework of the teams and project managers where they effort together. The cultural norms are inclined by leadership process, management style, risk tolerance level, and communication approach. The attainment of project goals largely depends on its organizational culture

5.1 Organization's Values Proposals:

The value proposals are encompassed by strong announcements of the products and services to the customers. The strategy of the value proposals needs to change continuously through making a smart decision during the project execution. This will uphold their reputation by creating innovative value proposals.

5.2 Culture and Values:

- Ounce Burger restaurants' culture includes their operations, behaviors, beliefs, values, and symbols. Ounce Burger restaurant prioritizes cleanliness within and outside their premises. The team dresses neatly in uniforms and properly maintains furniture, delicate features, and air condition systems. They ensure their staff provides quality customer care service by hiring qualified trained staff, providing quality food and affordable rates, and often striving to meet their customers' satisfaction (References 4, Varshney and Father 132). The restaurant appreciates feedback from its stakeholders and will involve them in the restaurant's decision-making process.
- The restaurant will not tolerate corruption, immorality, and lack of respect within their premises. Ounce Burger restaurant will ensure all licenses and permits are up-to-date. Ounce Burger restaurant plans to be a strong brand by delivering the most delicate fresh meat and daily well-baked bread to their customers (References 5, Shaban and Dalal 10). Ounce Burger restaurants' value is in the affordability of their foods and services. Ounce Burger's staff are trained professionals who will provide personalized customer experience to each customer each time they visit them and replicate those experiences by having staff who share those values deliver the experience.
- Their menu will represent their culture by integrating stakeholders' and customers' reviews and ideas in the menu and decision-making process. The equipment in the restaurant should be up-to-date and should include suppliers and labor affordable, music, and efficiently manage staff and procedures to ensure quality services and food. Ounce Burger restaurant should add online ordering and delivery services, engage employees more, and introduce offers to increase their value. Ounce burger restaurant strives to provide quality and best burgers in the region prepared by skilled staff faster.

Chapter 6: Self-Reflection and Self-Management:

6.0 Personal Behaviors:

Personnel behavior such as attitude, culture, emotions, perceptions, ethics, value, authority, mindset, and hypnosis are assumed to be important for project management. Among them, perception, thinking, and judgment are the most critical personal behaviors required for successful project management. Personnel behavior ensures that they participate in project activities, their commitment, their willingness to do things, and their supportive role to others. This helps to identify long-term project achievements.

6.1 About The Behaviors:

Project management behaviors show the scope of personal behavior through personal interpersonal skills, communication skills, organizational skills, and motivational skills. This efficient and integrated project management has been successful from start to finish. Certain organizational and personal behaviors are assumed to be an integral part of the project and need to be established through training and consulting to develop interpersonal skills related to project activities.

6.2 Self-Reflection & Self-Management:

In our project as a group, we encountered 3 inappropriate behaviors some of the contributed students in the project work have. We studied them individually and we came up with their effects, possible causes, and some ways to get rid of them:

6.2.0 Absence in Attending Meetings:

By the start of the project, we had our first meet-up to discuss the best way of finishing our project work and then we scheduled a weekly meeting that everyone agreed on to share our progression in the project work. One of the students doesn't regularly attend the scheduled meetings. So we were aware of the consequences and effects that we would go through without addressing this inappropriate behavior.

- **The effects of having such behavior in the project:**

- Reduce Contribution in the project work thus affecting the project outcomes.
- The student will not get the aimed benefits and knowledge out of the project.
- Affecting fairness in grading among the other hard workers.

- **Possible causes:**

- ◇ Family circumstances: the student might have some family issues or emergencies that prevent him from attending the meetings.
- ◇ Personal circumstances: the student might have some work during that time or some other responsibilities. Even though he accepted the time suggested for conducting the meet-ups.
- ◇ Project difficulties.

- **The strategies applied to eliminate this behavior:**

- Group work

Before trying to apply the rules of reporting the student, the leader had a private call with the student to address the causes and come up with some solutions for this issue. Before asking the student directly for the reason for not showing up for the meetings, the leader explained his critical role in the project work and how this behavior will affect him and the others in the project. Then the student mentioned the reason which was one of the possible causes we mentioned. The student had some difficulties understanding the project work structure and the agenda of the meetings. So to solve this issue, the leader assigned one of the team to work with him on his assigned tasks and after that, the leader started to record a video to be shared in the group chat with all students explaining the agenda of the next meet up. Finally, the student got back on track and no longer is absent from any meeting afterward.

6.2.1 Side Conversation:

One negative behavior that one of our team has is side talking. The student is regularly engaged in having some discussion outside of our main topic.

- **The effects of having such behavior in the project:**

- ◇ Distracting other students
- ◇ Reducing participation and shared knowledge.
- ◇ lowering other students' motivation.

- **Possible Causes:**

- ◇ Lack of interest in the project work
- ◇ Bored of the way we present our work

- **The strategies applied to eliminate this behavior:**

- ◇ Setting rules: to allow the whole team to participate in setting ground rules of meetings and work.
- ◇ To encourage each other to focus on the final goal of the project.
- ◇ To engage everyone in the main topic.
- ◇ To evaluate every meeting to see how effective it is.

6.2.2 Stubbornness:

- **The effects of having such behavior in the project:**

- ◇ Affects the relationship with others in the team.
- ◇ Create a sense of stress thus lowering the motivation of the team.
- ◇ Reduce the quality of work.
- ◇ It hampers the growth of the stubborn and reduces the knowledge he might get from the project.

- **Possible Causes:**

Psychological disorder.

This issue is mostly related to the personality and mentality of the person, they might be:

- ◇ Insecure
- ◇ fearful
- ◇ Or having some self-esteem issues.

- **The strategies applied to eliminate this behavior:**

This behavior is not controllable since it's a psychological issue but it can be minimized in the project work by following some steps:

- ◇ To engage the team members in setting up some rules for the change and for accepting new ideas.
- ◇ To ask the person who has this issue to explain his thoughts deeply when he sticks to an opinion, can make him more self-aware.

6.3 Self-Professional Assessment:

Self-professionalism is the process of identifying gaps in personal abilities and knowledge. These kinds of assessments help to identify the project management person's knowledge gap to reduce fear and uncertainty in the project activity. It enables a person to evaluate themselves and improve their abilities by correcting gaps, thereby improving their abilities.

- **SWOT Analysis:**

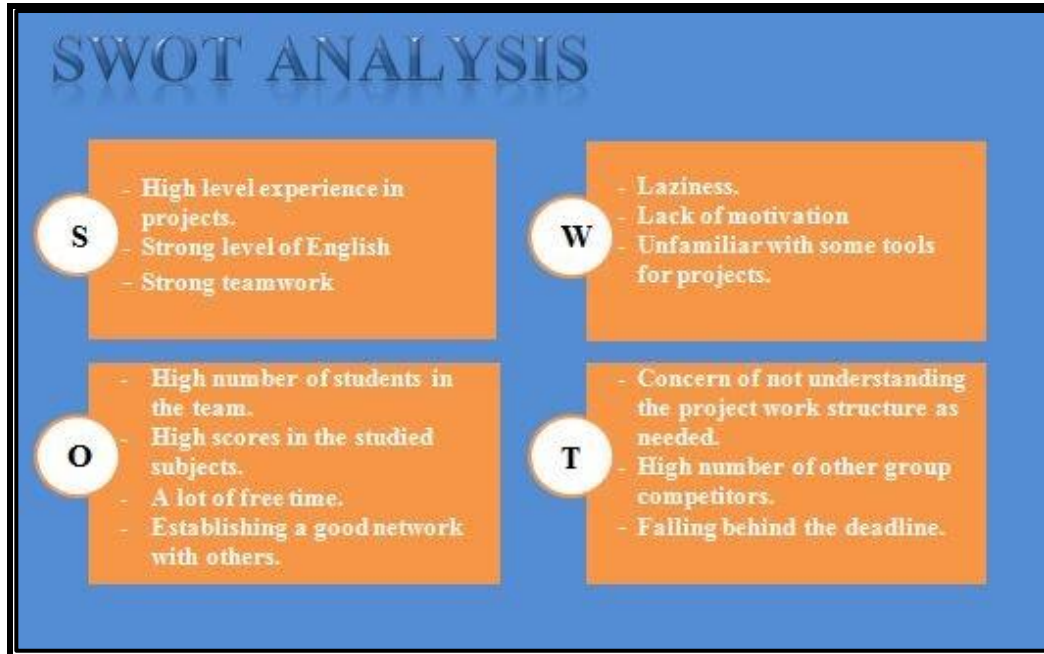


Figure 6.3

Chapter 7: Personal Integrity and Reliability:

7.0 Behaviors contradict moral integrity:

Ethical values such as honesty, trust, responsibility, and fairness create professionalism and harmony to lead the success of the project. But moral integrity is contradicting the behavior. When unethical behavior contradicts moral integrity, in terms of professionalism and fairness, behavior may be moral or unethical. Misuse of time, violent company policy, and unethical activities for personal gain are different kinds of unethical behavior that are not compatible with morality.

7.1 Behaviors on work influence their relationships:

Personnel when employees begin to use interpersonal skills and behaviors to contribute, their behavior helps build relationships with others. Therefore, reciprocal relationships depend to a large extent on their interpersonal behavior. Toleration, excessive sharing, excessive demand, and controversial gossip, all contradict the establishment of personal

relationships. The purpose of the relationship between them, etc. workplace is to influence others to comply with the project activities.

7.2 Three Behaviors Contradict The Moral Integrity:

7.2.0 Betrayal of the nation and theft:

Betrayal is the most anti-moral integrity that doesn't help to bring success in any condition. The researcher (References 6, Dart, 2003) says that ethical organizations depend on moral values in their construction, and the most important thing that distinguishes them is that they have ethics in their members such as integrity, honesty, and trust, and they also have leadership ethics such as role modeling and support for moral values

- **Dishonesty:**

Neglecting the rights and files of workers and customers, not maintaining the ingredients of meals is considered dishonest which does not bring success rather spoils every other personal effort.

- **Unfair decision:**

An unfair decision is contradictory to moral integrity because a moral person or leader always takes decisions based on equal opportunity for all. A fair decision makes a sure equal chance for all where employees are willing to gain project success.

- **Financial, Social, and Technical Relationships Influence:**

Losses of the trust of customers, stakeholders, and all employees because of financial contradict could influence personal relationships. Similarly, social analysis Influence lies through the loss of many customers who put their trust in the restaurant, and thus the project incurs financial losses. The sponsors and stakeholders will monitor this financial drain and feel that the continuation of the project in this way is a great loss for them if this problem is not resolved. On the other hand, the Technical relationship influence problem appears in the worst possible limits to accommodate this problem. Spread among employees urgently. The restaurant is famous in the region for its notoriety,

which is the most important ethic of successful projects, and customers replace the restaurant with another place, even if it is of lower quality. Whereas, customers must eat their meals in a safe atmosphere on their property and privacy, even if they leave the restaurant and forget some of these properties and feel reassured with those who provide them with services from the time they enter the restaurant until they leave it.

7.2.1 Nepotism:

Nepotism means favoring close relatives or personal friends because of their kinship rather than their competence. The word is used to denote contempt.

- **Social Relationships Influence:**

Nepotism affects management decisions in evaluating employees and the percentage of their bonuses so that the assessment becomes based on knowledge or friendship.

- **Financial Relationships Influence:**

This behavior affected the poor service, draining the restaurant's resources, disbursing undue amounts to them or spending them in incorrect decisions taken by unqualified people, and thus alienating the segments of customers who demand excellence in service and knowledge of all services from experienced employees specialized in each according to their profession and thus incurring financial losses because there will be bad In providing and appreciating the service, customer feedback will increase due to the lack of professionalism in dealing and specialization in providing services.

- **Technical Relationships Influence:**

The inability of the restaurant to employ qualified people and the lack of services of a specialized nature will create problems in dealing with customers and cause destabilization of employees among themselves and with management, and this negatively affects the work environment and conflict may escalate at any moment between customers and service providers or between employees.

- **Result:**

This type of ethics will create psychological consequences that affect the development of the service provided and the fair evaluation of employees, and thus the failure to achieve the desired vision in this project, and we will lose credibility and community trust, and we will lose customers who look forward to an ideal model of restaurants.

7.2.2 Racism

Racism and racial discrimination are practices based on the oppression and marginalization of groups of persons and groups for reasons including race, color, religion, or culture.

- **Social Relationships Influence:**

This behavior is one of the most ethical, spread, influence, and sympathy in social media, and falling into it represents a collapse of reputation and accountability from legal authorities and state agencies that criminalize racism, and thus the project loses the trust it has gained over the years in an uncalculated moment of racism.

- **Financial Relationships Influence:**

Such ethics have an extended nature because it targets groups, colors or large groups of the missionary with their multiple orientations and affiliations. Just showing prejudice against a particular group that has lost it forever and thus lost a large part of the customers who exhaust the financial situation in the restaurant by not hesitating about it.

- **Technical Relationships Influence:**

Racism affects administrative coordination, teamwork, and cooperation to make the project succeed, as each party will tend to belong to it and work on its success and the failure of others.

- **Result:**

With the presence of racism, all kinds of administrative, financial, and social problems will occur that will fail the project and lose the trust of the sponsors and owners' interest.

Chapter 8: Personal communication:

8.0 Personal and Effective Communication:

Personnel and effective communication depend on the person's ability to listen carefully to others. The ability to provide positive and useful feedback based on what they have heard is considered valid personal information. Effective personal communication can eliminate personal confusion and conflicts, and help develop interpersonal skills that help successfully achieve project goals.

8.1 Personal Communication:

The main types of communication in project management are verbal and non-verbal, written and visual, and listening. The personnel communication process can be a personal letter, memo, e-mail, personal interview, or telephone conversation. Personnel words are the most successful project in the project.

8.2 Communication Plan:

Stakeholder	Preferred communication Channel	Frequency
Owner; Project Manager PMO	Monthly meetings with milestones and budget info Monthly In-person meetings to ensure and maintain the desired value	Monthly
Project team	Phone calls In-person meetings Weekly email summaries and occasional in-person meetings	Weekly
Building Contractor & Interior designing	Weekly personal check-in meetings Email notifications for updates	Weekly

Suppliers	Weekly updates via email Phone calls	Weekly
Customers	Daily face to face	Daily
Government	Phone calls Email Website	Monthly

Table 8.2

8.3 Communication Model Example:

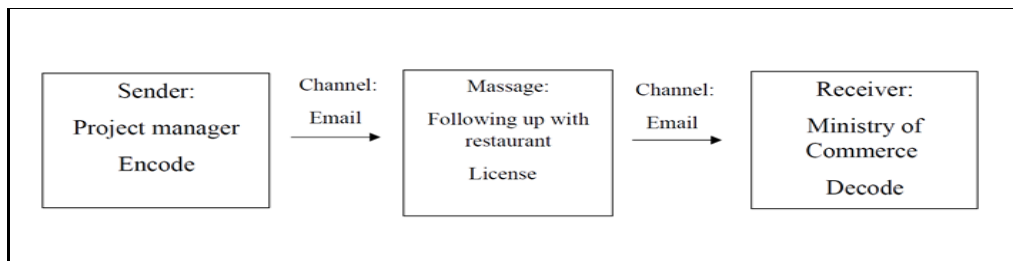


Figure 8.3

Chapter 9: Relationships and Engagement:

9.0 Communication Matrix:

A communication matrix is a communication management plan within a document for a project. Stakeholder communication should be measurable for the communication plan to operate effectively. It helps to make sure effective communication practices in the project.

9.1 Stakeholders Assessments Matrix:

Communication title	Need/purpose	How or	Often	Who concern
Start kicking off a meeting	-Proj scape -Role of team -Review goals & objectives	Face to face	1 time	PM PMT Sponsor Stakeholders
Restaurant team meeting	-Review status -Discuss progress -commit on plan	FCF or online	weekly (every monday at 11 : 00 AM)	All PMT
Design development & quality	-Review & evaluate -Progress & procedures -problem resolution	FCF	Quarterly or as required Every 3 months	Design & quality
Proj. status report	-Comprehensive -Report including progress, quality & issues	Email to all	Monthly Every 25 of each month	PM All stakeholders Sponsor

Table 9.1

9.2 Three Wrong Scenarios of Communication:

1. Conducting meetings most frequently that team members become not interested, less motivated and irritated to attend.
2. Sending information and reports to all stakeholders whether they need it or not. Without identifying to whom it should be sent.
3. Following the same communication method every time. For example, delivering information and conducting meetings only via telephone, thus missing information and lack of interest and later on it will cause conflicts among the team members.

9.3 Stakeholder Assessment Matrix:

The stakeholder assessment Matrix is a powerful technique for documenting stakeholders' engagement levels. This helps to identify gaps in their participation in project activities.

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
-------------	---------	-----------	---------	------------	---------

Owner (Project Manager)					CD
PMO					CD
Suppliers				CD	
Restaurant Manager				C	D
Interior Designers			D		
Government		CD			
McDonald's (Competitor)		D			

Table 9.3

Chapter 10: Leadership:

10.0 leadership Model:

The leadership model is the process of leadership style and shows how to lead the project. The leadership model combines personality, workplace, and ideas to realize the project leadership model. In our project, the team consensus is to choose a democratic leadership style, also known as participatory.

10.1 Reasons for the Preferred Model:

A preferred leadership model consists of a clear and concise way to lead the project activities which shows what should be done based on project goals and what should be achieved, and what should be done to ensure the best possible outcomes.

10.2 Reasons to Choose this Model:

As our project has different team members who have long experiences in different fields and various sets of skills, consulting everyone in the team is critical to our success. Therefore, having a leader who can be able to facilitate communication is important to make sure everyone is informed and can contribute when needed. A democratic leader relies on the team's knowledge to collectively come up with solutions and holds a responsibility to implement them. Teams that are led by one play a major role in the decision-making process.

10.3 Motivation Methods Proposals:

- The way they motivate their employees is known as motivational proposals or the way of motivating their employees. This proposal helps the project leaders to motivate their employees.
- The restaurant will open with a team that has different roles and responsibilities, some will be facing clients like waiters, cashiers, managers, and some will work in the kitchen such as chiefs and cleaners. It is important to keep employees engaged and motivated as it helps businesses to grow and succeed.
- The following are 5 different methods that can be used to motivate staff at the workplace:
 - One of the methods to motivate staff on a daily basis is coaching and training. Workers tend to stay longer with companies and businesses that help them develop and learn because it gives them a sense of care and support.
 - Another way is to create a climate in which employees want to go the extra mile by involving emotional aspects to the workplace, and that could be achieved through doing activities together outside duty times. Also, being clear about the organization's goals and objectives help clarify what management expects of them.
- Motivating through engaging staff in the decision-making process regularly, along with surveying staff for their satisfaction, some of the ideas and suggestions that

can come from surveys can be difficult to implement, but they will still have a good effect on them anyways.

- Sharing profit can be encouraging too, setting sales goals for the whole team could push them to work harder and achieve better, offering 1% of sales for staff after achieving a sales target.
- Offering an incentive program, preparing a systematic program where staff can be rewarded constantly for their hard work can deliver the message to the team that hard work is appreciated, incentives don't always have to be money, instead, it could be days off, courses, appreciation letters, etc...

Chapter 11: Teamwork:

11.0 Teamwork:

- **Introduction:**

RACI means responsible, accountable, consultative, and informed. The RACI model is a matrix of activities of decision-making institutions, in which organizational activities are set up according to individual roles and activities. It helps to reduce ambiguity in individual roles among the employees and clearly define the level of their responsibility for project success.

The word RACI in English is an abbreviation of the four English words that represent the first letters of these words. The first letter R is the first letter of the word "Responsible", meaning "executor", who is the person assigned to perform the work. In short, the responsible (R) is assigned to complete the task (the Controller). The second letter A is the first letter of the word Accountable in the sense of issues, and it is the person responsible for ensuring that the work is performed adequately. Briefly, issues (A) who makes decisions and measures within the project. The third letter C is the first



letter of the word Consulted, meaning to be consulted, and it is the person (or persons) who requests his input to complete the work. In short, the Consultant (C) Who is consulting regarding decisions? The fourth and last letter I, which is the first letter of the word informed, means to notify, and it is the person (or persons) who must be notified about this work.

- We used the RACI matrix to determine the role of each individual in the group and to know the tasks related to each activity. In front of each activity, the name of the competent person is assigned according to his role in the column assigned to this role.

No	Tasks	Owner	PMO	Project Team	Building Contractor & Interior Designing	Suppliers	Government
1	Application of Licenses	R	I	I	I	I	A/C
2	Staff training	I	C	A/R	-	I	-
3	Training materials	I	I	A/R	-	C	-

Table 11.0

Chapter 12: Conflict and Crisis:

12.0 Definition of conflict and crisis:

Conflicts are when two perspectives, personalities, values, or opinions contradict each other. Sometimes, it is a natural contradiction. Conflicts are natural to human nature, and they can be constructive and promote better performance among individuals.

The crisis is a major event that threatens to harm the organization.

12.1 Three expected scenarios of the conflict's events:

- The project manager has noticed that when one of the staff's friends come to visit the restaurant, they offered extra unpaid food and drinks while this is a clear violation of the restaurant policies
- One of the staff became upset over not receiving expected pay raises, promotions and lashed out by spreading discontent through gossip and a negative attitude at work.
- Customers were shouting at the staff because they were not satisfied with the food, and they started to pick a fight

12.2 Set the optimal strategies to deal with each conflict, and specify the reasons:

- In this case the project manager must start with giving a warning to the staff and talk with the one who made this mistake, the employee might deny and the project manager would be in an uncomfortable situation. if the action is continued the manager should take a pay cut from 1-3 days, if all these options are still not working the employee should be dismissed.
- Manager should discuss with the employee the reasons why he or she did not earn the raise and promise them to receive a raise if they develop their work performance.
- Employee/manager must stay calm, listen to the customer, and not take it personally. If the customer was not satisfied with the food he or she can have a replacement food or refund their money.

12.3 Root Cause Analysis:

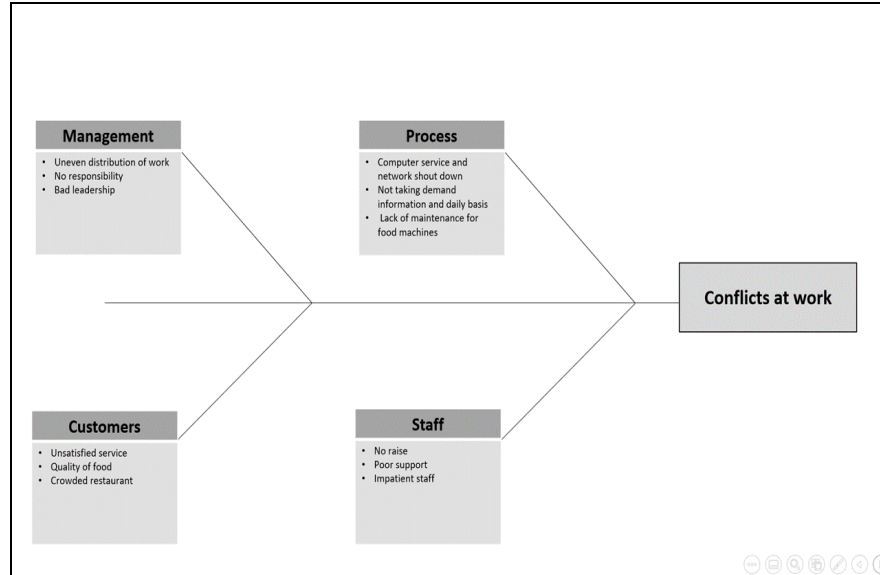


Figure 12.3

Chapter 13: Resourcefulness:

13.0 Resourcefulness:

- To distribute the human resources on the functions.

“It’s not the lack of resources, it’s your lack of resourcefulness that stops you!”

* Tony Robbins

Resourcefulness is the ability to implement different methods and techniques of thinking when a need to define, analyze, prioritize, finding solutions and alternatives for difficulties and problems presents itself. Uncertainty and changes are inevitable in every project, so resourcefulness is not about creating something new, it's about making optimal use of whatever is available to come up with solutions.

13.1 Distributing HRM Responsibilities:

- **A classification of Organizations**

People are a company's most valuable resource. They're also one of the hardest resources to manage successfully. Every employee comes to work with a unique set of abilities, needs, and expectations, yet they all need to pull together to drive success. The role of human resource (HR) management is to assess the work required to achieve a company's goals, put the right people in the right positions to do the work, and empower them to perform at the highest possible levels. As anyone who has worked in HR will tell you, that's as much an art as a science.

13.2 Overview:

- **What is human resource management?**

The act of recruiting, managing, and developing employees to serve an organization's goals. This function in most businesses is overseen by the HR manager or director.

Some of HR responsibilities can include but not limited to:

- ◇ Recruiting and Hiring
- ◇ Compensation Management
- ◇ Performance Management
- ◇ Benefits Management
- ◇ Professional Development and Training
- ◇ Employee Relations
- ◇ Worker Safety and Health
- ◇ Labor Law Compliance

During work on a project, there will always be times when there is a need to shorten an established schedule in a project for many reasons. And when a need for any delay occurs, a schedule compression is necessary without compromising the scope or requirements of the project. Two techniques can be implemented here which are fast-tracking and crashing.

Activities in fast-tracking can be merged or begin earlier than initially scheduled but it must be conducted carefully, in addition to that, not all activities could be overlapped, and it mostly needs high-level analysis when reorganizing the sequence of the activities.

For crashing techniques, more cost or resources is to be allocated to reduce the time taken to complete the processes or activities.

- **Here is the differences between Fast Tracking and Crashing:**

Fast Tracking	Crashing
Uses the already planned resources.	Adds more new resources.
Does not always increase the cost.	Always increases the cost.
Phases or activities are performed in parallel.	Phases or activities are performed in sequence.

Table 13.2

13.3 The following is the Project Network Diagram:

A project diagram is a tool that provides a visual look at the project activities that have to be done over the duration of the project.

- **The following is the network diagram for the project, divided to two parts for space:**

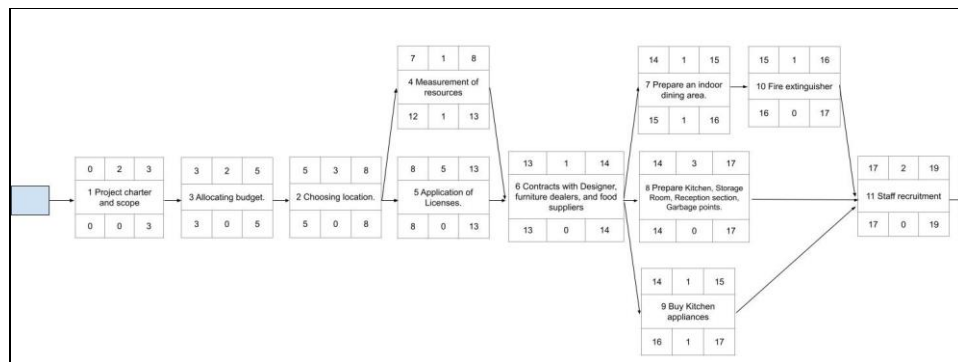


Figure 13.3.1



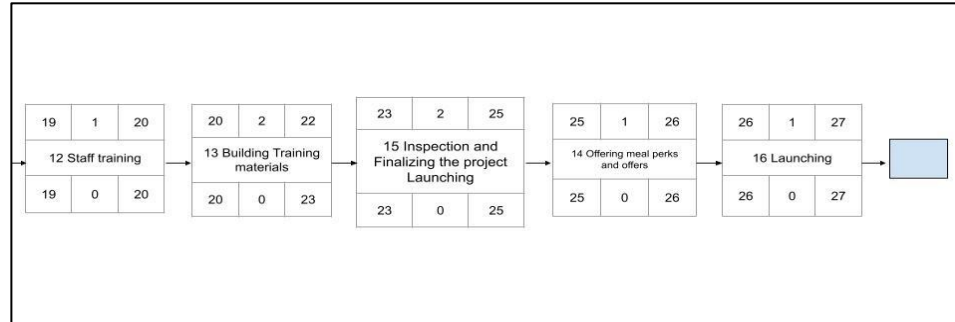


Figure 13.3.2

13.4 Project Schedule:

A project schedule is a tool to indicate the work that needs to be done using the resources that must be utilized for a specific time.

The following is the project schedule for our project:

Activity	Predecessor	Duration
1 Project charter and scope.	-	2
2 Choosing location.	3	3
3 Allocating budget.	1	2
4 Measurement of resources.	2	1
5 Application of Licenses.	2	5
6 Contracts with designers, furniture dealers, and food suppliers.	5	1
7 Prepare an indoor dining area.	6	1
8 Prepare Kitchen, Storage Room, Reception section, Garbage points.	6	3
9 Buy Kitchen appliances.	6	1
10 Install Fire extinguisher.	7	1

11 Staff recruitment.	10	2
12 Staff training.	11	1
13 Building Training materials.	12	2
14 Offering meal perks and offers.	13	2
15 Inspection and Finalizing the project Launching.	14	1
16 Launching.	15	1

Table 13.4

- Project Schedule without Fast Tracking or Crashing:

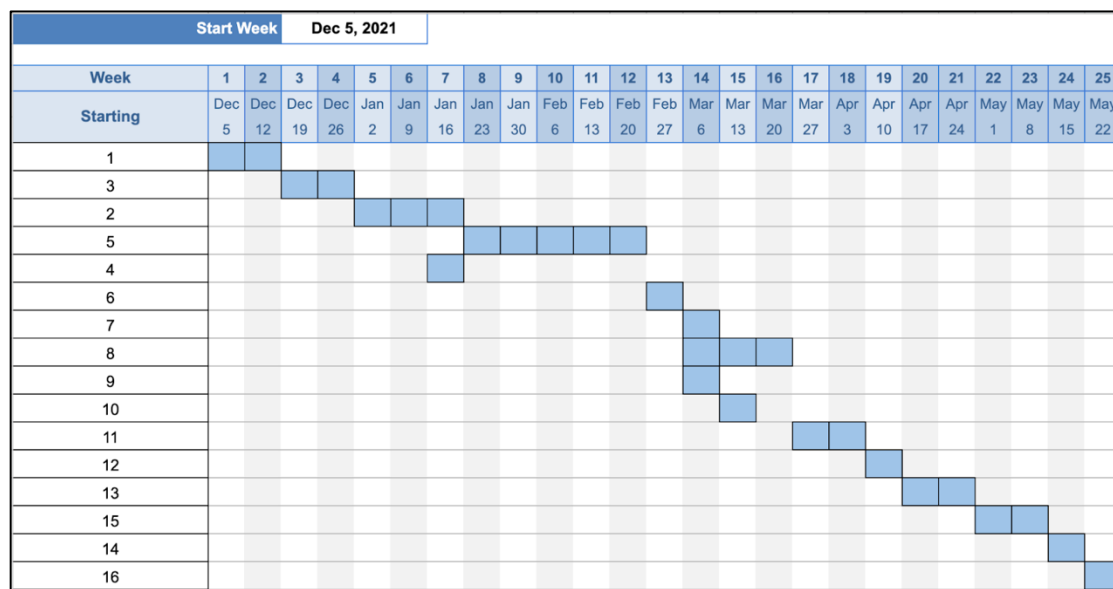


Figure 13.4

13.5 Crashed Schedule:

Crashing involves including resources for a particular project activity in order to complete seamlessly and quickly, but this method tends to be costly.

- **Here, more resources are added to finish the following tasks in the new duration:**

Activity	Predecessor	Duration
1 Project charter and scope.	-	1
2 Choosing location.	3	2
3 Allocating budget.	1	1
4 Measurement of resources.	2	1
5 Application of Licenses.	2	3
6 Contracts with designers, furniture dealers, and food suppliers.	5	1
7 Prepare an indoor dining area.	6	1
8 Prepare Kitchen, Storage Room, Reception section, Garbage points.	6	2
9 Buy Kitchen appliances.	6	1
10 Install Fire extinguisher.	7	1
11 Staff recruitment.	10	1
12 Staff training.	11	1
13 Building Training materials.	12	1
14 Offering meal perks and offers.	13	1
15 Inspection and Finalizing the project Launching.	14	1
16 Launching.	15	1

Table 13.5

- **Project Schedule After Crashing:**

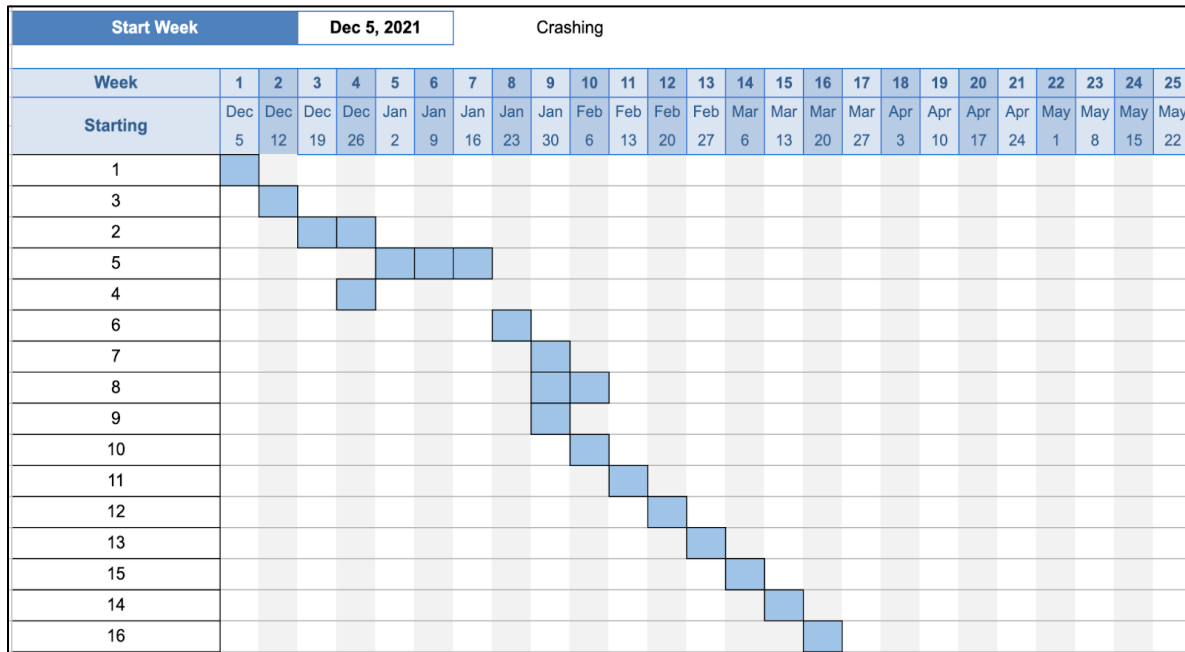


Figure 13.5

13.6 Fast-Track Schedule:

It can be done via arranging the diagram and changing the activities relationships specifically on the critical path as changing the other activities won't have any effect. This can be done by changing Finish-to-Start to Start-to-Start or by adding lead time to downstream activities, which will allow performing activities in parallel instead of a sequence.

Activity	Predecessor	Duration
1 Project charter and scope.	-	2
2 Choosing location.	1	3
3 Allocating budget.	1	2
4 Measurement of resources.	2	1

5 Application of Licenses.	2	5
6 Contracts with designers, furniture dealers, and food suppliers.	5	1
7 Prepare an indoor dining area.	5	1
8 Prepare Kitchen, Storage Room, Reception section, Garbage points.	6	3
9 Buy Kitchen appliances.	6	1
10 Install Fire extinguisher.	7	1
11 Staff recruitment.	8	2
12 Staff training.	11	1
13 Building Training materials.	11	2
14 Offering meal perks and offers.	13	2
15 Inspection and Finalizing the project Launching.	13	1
16 Launching.	15	1

Table 13.6

- **Project Schedule with Fast Tracking:**

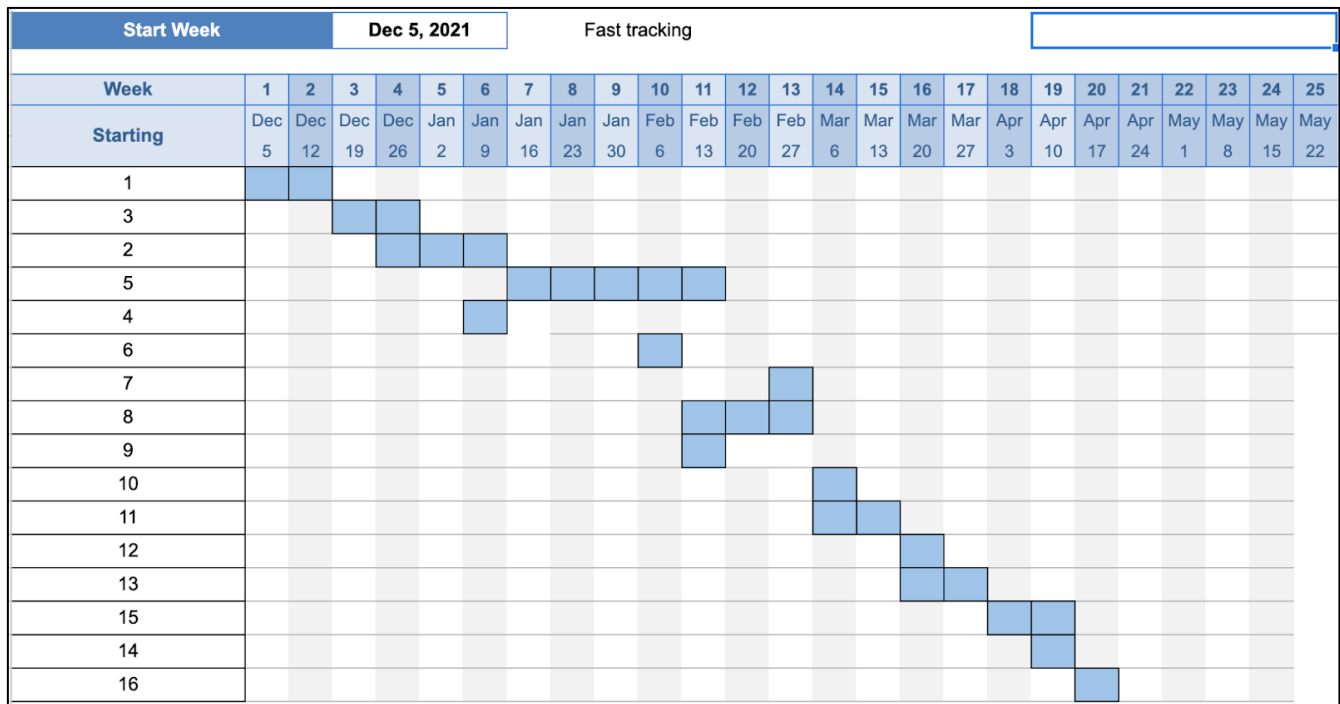


Figure 13.3.1

Chapter 14: Negotiations:

14.0 Negotiations:

- Negotiation is a crucial ingredient in planning and implementing a project. Negotiation in project management involves the dialogue between two or more

interested parties to a project with conflicting issues. The purpose of negotiation in project management is to reach an expected outcome that is beneficial to all the project parties. Negotiations have specific rules that make them a success. This paper discusses the general rules for negotiation and develops two possible negotiation plans for a successful project.

- The general rules for negotiation are the fundamental guidelines that ensure that the negotiation process and the project are successful. Top of the list is being patient and positive. Negotiation often involves people with different backgrounds, cultures, values, and performance levels (Sandra). As part of the negotiation team, embracing all team members regardless of their negative attributes, importance, or cultures is essential. For example, it requires patience to deal with project members who are always defensive and underperforming. Staying positive helps in building credibility and confidence around the team members and also enhances persuasion.
- In addition to being positive and patient, negotiation requires gathering information or conducting background homework (Englund). Collecting data is fundamental and comes before the negotiation meeting. Doing homework about the other parties to the negotiation ensures that one has the answers to defend their position or status. In addition, background homework provides that one is aware of what the other parties to the negotiation expect in the project.
- Negotiation also requires that one knows their status and their opening offer (Englund). One's status in a project may include time and financial resources. One must be conscious of their time limit for the project, the expectations of the organization or company, and the level of financial resources they have to

complete the project. If necessary, project managers and other members of the negotiation team may involve the other stakeholders of the project and make adjustments needed for the project's success. In addition, considering the opening offer to a project ensures that one works within the limits of their resources.

- The fundamental rule of negotiation is limiting the authority and knowing the bottom line. Limiting the authority is possible by negotiating directly with the decision-makers of the project (England). Knowing the bottom line is vital for dealing with the worst-case scenario and bypassing the process losses from the project. Knowing the bottom line also minimizes the magnitudes of the losses from the project or negotiation process.

14.1 Negotiation plan-1

- The most successful negotiators not only master the use of interpersonal tactics at the table, but we also negotiate things big and small constantly, often without even noticing it. Despite this, many feel uneasy when facing an important negotiation. But often, we're also not good at it.
- Here are some steps that will help you make the negotiations successful:

Step 1: Prepare the logistics or what one needs for the decision. The initial step should be preparing the agenda of the meeting or negotiation and allocating resources to facilitate the process.

Step 2: Establishing the limits and what one can give up. Establishing the boundaries is necessary to ensure that the negotiation process serves its purpose and that the negotiating party is satisfied with the outcome.

Step 3: clarify authority limits. They are establishing the responsibilities of each party of the negotiation and their roles.

Step 4: Doing your homework. Establishing grounds of the negotiation process. The homework process involves conducting background research on the other party of the negotiation and the project's environment. The homework process may include establishing the person with authority to make final decisions, learning about the speakers of both parties, preparing the information to share during the negotiation process, establishing the timeline of the negotiation process, and learning about the venue for the negotiation or meeting.

Step 5: Decide on what techniques to use. After learning about the other party in the negotiation and establishing clear grounds for negotiation, the next step is to identify the most appropriate negotiation technique. The techniques may include depending on the power of silence or using the persuasion strategy.

Step 6: Negotiate.

Step 7: Decide and follow up.

14.2 Negotiation plan- 2

- Every desire that demands satisfaction and every need to be met-is at least potentially an occasion and whenever people exchange ideas with the intention of changing relationships, whenever they confer for agreement, **they are negotiating.**
- In a successful negotiation, everyone wins so the objective should be agreement, not victory.

Step 1: decide to negotiate. The fundamental step into negotiation is understanding the problem, defining the goals of the negotiation, and building relationships with other parties to the project. Deciding to negotiate at the initial stage of a project implies that the team conducts analysis and mutually agrees that the project is viable and necessary.

Step 2: Negotiate. After an in-depth analysis of the project and considerable background check, arrange and negotiate. Maintain your interests, limits, and what you can compromise during the negotiation process. In addition, the negotiation process could also include establishing alternatives, generating an action plan, and capturing the agreement in writing.

Step 3: Execute: Once the negotiation process is complete, execute the decisions from the negotiations. Make an appropriate resource allocation, and do not deviate from the agreements of the talks. Implementing the project could also involve congratulating the other parties on the negotiation process and carrying out the solutions per the negotiation agreements.

Step 4: Follow up: The follow-up process is necessary to evaluate the project implementation stage's success. The follow-up process also includes nurturing the relationships and checking the compliance of the parties to the project.

14.3 Responsible members for the negotiation process and the ultimate authority:

- Owner
- Restaurant Manager

Ultimate authority is the project owner for every negotiation that costs money

14.4 Negotiation Technique:

Negotiation Plan Template

Preparation and planning are the most important parts of any negotiation.

In fact, over 80% of negotiation outcomes are set before the negotiation takes place.

Being prepared is extremely important, and why we created our very own negotiation plan template here at OUNCE BURGERS.

This negotiation plan template is the same one we use before large supplier negotiations.

Used BURGERS Negotiation																								
21/10/21																								
Category	Negotiation Points	Opposition Position	Opposition Ambition	Our Position	Our Ambition	Priority	Our Wants	Opening Position	Gives	Breakpoint														
Benchmark	Similar Burger at Dealer X, charging \$10 less for Burger	Better quality Burger than benchmark, price should not reflect benchmark	\$ -	Should be charging less than benchmark	\$ (25.00)		To get any discount on the dealer price	Should be less than the benchmark, \$2.5 discount	If \$2.5 discount rejected go down to \$2, then down to \$1	Go to other dealer if current dealer does not provide a discount														
Warranty	No warranty on Burger, instead want a lower price to cover future damages	No warranty while maintaining the same price	\$ -	Discount on price since there is not a warranty	\$ (50.00)		To get any discount on the dealer price	\$50 discount in place of not having a warranty	\$25 dollars at a time until we don't have a discount	Walkaway with current price and no warranty														
Service Agreement	Dealer wants to add-on charges for 2 year service agreement	Dealer is claiming you will save money paying for extra package	\$ 10.00	Should not pay extra for service agreement	\$ -		Service Agreement for \$100 or less	Request the service agreement with no extra charge	- \$10 at a time until we reach \$50 for the agreement - Over \$50 request to not have agreement	Paying more than \$50 for Service Package														
Summary <table><tr><td>Starting Price</td><td>\$ 15.00</td></tr><tr><td>Possible Savings</td><td>\$ (75.00)</td></tr><tr><td>Possible Savings %</td><td>500%</td></tr><tr><td>Possible Upcharge</td><td>\$ 10.00</td></tr><tr><td>Possible Upcharge %</td><td>67%</td></tr><tr><td>Best Case Scenario</td><td>\$ (60.00)</td></tr><tr><td>Worst Case Scenario</td><td>\$ 25.00</td></tr></table>											Starting Price	\$ 15.00	Possible Savings	\$ (75.00)	Possible Savings %	500%	Possible Upcharge	\$ 10.00	Possible Upcharge %	67%	Best Case Scenario	\$ (60.00)	Worst Case Scenario	\$ 25.00
Starting Price	\$ 15.00																							
Possible Savings	\$ (75.00)																							
Possible Savings %	500%																							
Possible Upcharge	\$ 10.00																							
Possible Upcharge %	67%																							
Best Case Scenario	\$ (60.00)																							
Worst Case Scenario	\$ 25.00																							

Figure 14.4.1

***That caps it off for our Negotiation Plan Template OUNCE BURGERS.**

Negotiation in its various forms contributes to most aspects of daily life, yet it is a type of communication we often engage in without necessarily realizing we are doing so

This example first examines the process of negotiating in general terms before looking more closely at how negotiation is conceptualized in relation to other joint decision-making communication processes.

Then, it examines a selection of individual and social variables that shape negotiation and a cross-section of the negotiation models.

Lastly, it discusses one way our understanding of this highly contingent and collaborative process could be advanced.

It argues that only when the fact that negotiation is inevitably relational is actually given precedence in theory and practice will we move beyond conceptions and theories that compromise the quality and our practice.

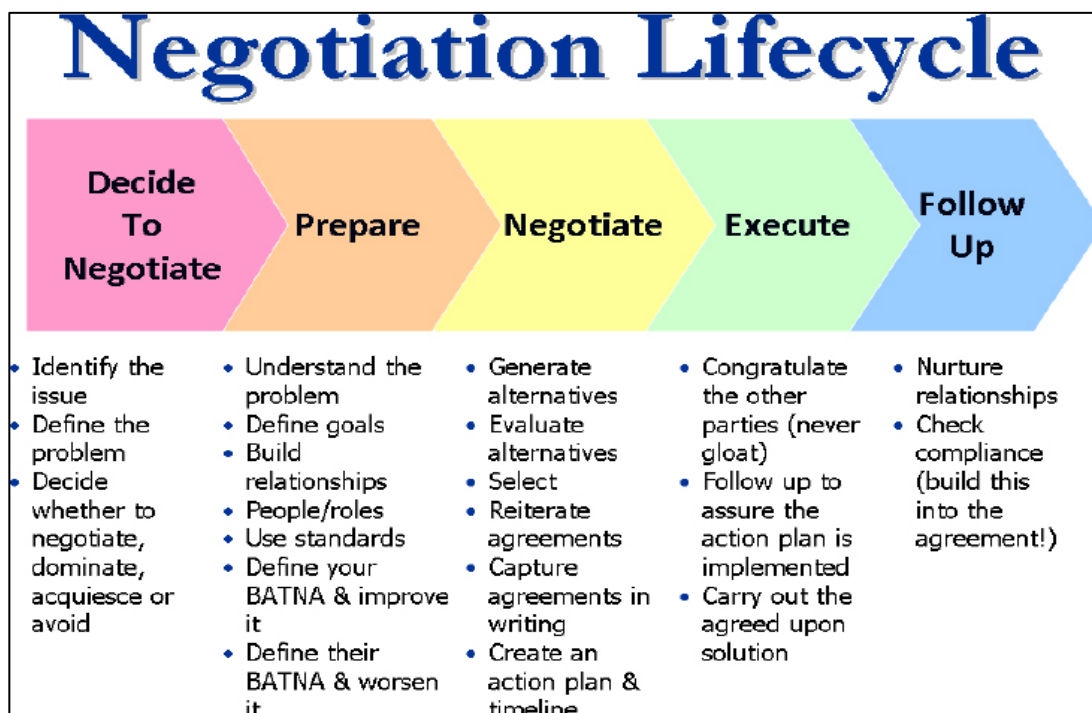


Figure 14.4.2

For example, when purchasing a Burger, you should watch out for three crucial negotiating pressure points:

Options

It is important to convince the seller that you have more options than they do to gain power over them.

Time

You could find yourself a terrific buy if a vendor is highly motivated and under time pressure.

Knowledge

The side with the most knowledge about the burger market will do better in negotiations.

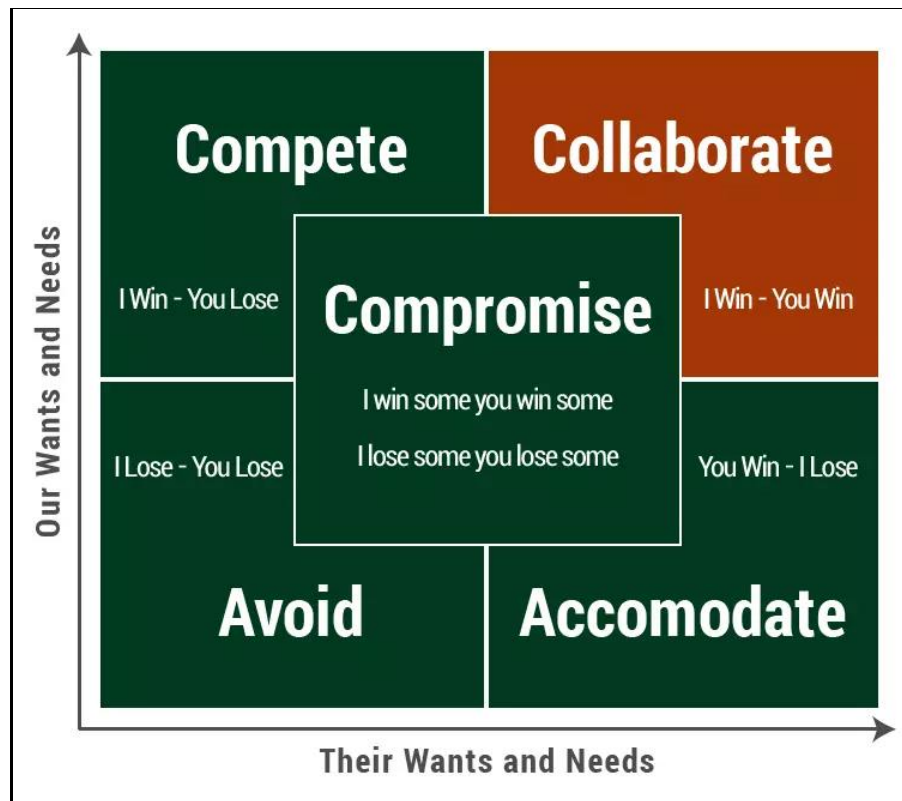


Figure 14.4.3

Conclusions and Recommendations:

1. If you want to make it as a restaurant owner, you have to love what you do and have the right intentions.
2. location is key. A spot that is easy to access and draws crowds is essential to your success and has the potential for growth.



3. Have a detailed business plan that charts your success and ensures that the business planning process is simple. It is also crucial to keep that plan as a living document that you return to regularly to help plan for growth and measure your success.
4. Think of building the menu as an experiment, approach people and ask for their honest feedback. Customer's opinion matters the most because they are the ones paying to eat at your restaurant. Anonymous feedback might be more reliable sometimes as people won't be shy to share what they think about your food.
5. Food suppliers of raw materials like meat, vegetables, flour and yeast, spices ... etc, to a very close attention to ensure the best quality.
6. Soft opening can help measure how smooth things run with few essential staff members, and take it from there to hire more if needed.
7. generate startup capital that will help get the restaurant off the ground at the beginning. Three pools of money are needed, the first is a one-time cost like equipment, second is to cover restaurant expenses for the first six months at least, the third is to cover your personal bills for the six months too.
8. keep your marketing efforts up as repeat customers can't be relied on at the beginning. establish a strong social media presence.

Abstract:

The aims of the project are to provide the finest types of fresh meat and daily well-baked bread with a high quality to touch the taste of the consumers. Subsequently, we are trying to increase the speed in providing services and with goods packed in a creative way that suits the variety of customers, including individuals, families, and children at reasonable prices within the reach of everyone.

For these reasons we need to design and build or establish the “Ounce Burger” restaurant on Tahlia Street in Dammam.

The business types needed, data regarding the ounce Burger restaurant and the history and development of Burger and type of bread are basic information required.

The feasibility study contains six categories: business strategy, market feasibility study, technical feasibility study, location and site selection study, social and environmental feasibility study, and economic feasibility study. The market study addresses the requisite information on demand and supply, as well as the detailed information about competitors.

The technical study contains the necessary machinery, production capacity, needed raw material and inputs, computer system(s) and human resources plans. Accordingly, and based on quantitative selection criteria, the most suitable site was chosen. This study also identifies the impact on society and environment. The economic feasibility study recognizes the financial resources needed to channelize and operate the business and calculates all the economic performance indicators for the project.

References:

- 1- (Winter, Smith, Morris, & Cicmil, 2006)
- 2- (Ross, 1992).
- 3- (Melzner, Zhang, Teizer, & Bargstädt, 2013)
- 4- (Varshney and Father 132)
- 5- (Shaban and Dalal 10)
- 6- (Dart, 2003)

APPENDICES:

1.5.9 Details Project Budget

Item / /Task	Price & Number	Total	Priority	Status (Complete - Not started – In Progress)
Build Restaurant	\$450,000	\$450,000	High	Not started
Kitchen Supplies & Equipment	\$150,000	\$150,000	High	Not started
Project Management Office	\$6,500	\$6,500	High	Not started
Licenses \$ Permits	\$7,000+1000+14,000	\$22,000	Medium	Not started
Marketing	\$30,000 Annually	\$30,000	High	Not started
Labor Costs	\$100,000	\$100,000	Low	Not started
Decor	\$100,000	\$100,000	High	Not started
Payment Processing Fees	\$3,000	\$100,000	High	Not started
Utility Costs	\$20,000 Annually	\$20,000	Medium	Not started
Insurance	\$5,000	\$5,000	Low	Not started
	Total	\$983,500		