

Healthy Food Restaurant



رقم المجموعة 5174

اعداد

أسماء الطلاب + الأرقام الأكاديمية

ID	Name	SN.
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2021202035	سعيد علي قاسم زرارى	2
2021202294	وليد عوض ناصر جميل	3
2021202091	ضياء أحمد يحيى حلبي	4
2021202127	يزن أحمد يحيى حلبي	5
2021201720	خالد حسن عامر الاسمري	6
2021200892	سعيد محمد سعيد آل يحيى	7
2021201270	عادل عبدالرحمن عبدالله شاكور	8
2021202095	وليد علي قاسم زرارى	9

بإشراف/د. وليد سليمان
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1442هـ - 2021م

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

فهرس المحتويات

(سيتم تعبئة الفهرس بعد الانتهاء من كامل المشروع)

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The Message:

We provide healthy foods with fresh and non-frozen meat with high quality and reasonable prices for all, within an attractive atmosphere with a professional and harmonious team.

Vision:

To be the first choice in the state for healthy food with fresh materials.

SMART model:

Arranging the Restaurant	Choosing the chef and his team	Food Resources	Delivery department
To arrange the cooking area to be enough for all needed accessories. Then start ordering the machinery such as oven, friers, pan and grills machine to be delivered and fixed within 25 days. The restaurant will be divided to several categories to satisfy all of the community members such as family section, and other sections also, like a small area for kids. Furnituring of restaurant with a comfortable seat.	To search as much deep as we can to get an experience chef who has enough knowledge to cook a healthy food. Also, trying to get a helpful team, hardworking who is willing to work with honesty, to be done with in 17 days.	There are special places that are selling fresh materials with high quality also carefully selected natural ingredients, mixed to create a distinct flavor and taste pleasure to get customer satisfaction. All the delivers from the supplier must be received within 48 hours from the deals time. Must be Coordinate with 2 alternative suppliers in case of delay or shortage with the main supplier.	We have to be ready with our car fleet to cover all delivery requests within the state (as a first deadline) then we will be expand to other states .

Lag and Lead indicators:

Perspective	Lag	Lead
Financial	ROA	Costs
Customer	Customer satisfaction measure	No. of customer complaints
Learning and growth	Employee satisfaction measure	Improvements in working conditions

MENU:

FROM THE FARM:

CLASSIC CHICKEN SANDWICH Zesty 21 SR Hand-carved grilled marinated chicken breast over melted cheddar cheese. Topped with fresh leafy greens, juicy tomatoes & pickles. Served with our homemade secret sauces.

CHICKEN CLUB SANDWICH Hearty & Full Flavor 24 SR Hand-carved grilled marinated chicken breast with tasty turkey strips over melted American cheddar cheese. Topped with fresh leafy greens, juicy tomatoes & pickles. Served with mayonnaise (Optionally).

CHICKEN PESTO SANDWICH Savory 22 SR Hand-carved grilled marinated chicken breast lightly coated with our home-made fresh pesto with melted mozzarella cheese, juicy tomatoes with basil mayo sauce.

ARABIAN SANDWICH 18 SR Grilled chicken breast with slices of baked potatoes served with our homemade special sauce, pickles & American cheddar cheese melted on freshly baked bread.

GRILLED CHEESE SANDWICH Cheesy 18 SR A combination of our delicious cheddar & mozzarella cheese melted on our freshly baked bread.

FROM THE SEA:

JINNY SHRIMP SANDWICH Savory & Spicy 28 SR Cilantro marinated Shrimp combined with Tahina & homemade hot sauce. Topped with fresh arugula & cilantro. Served with mayonnaise & freshly squeezed lemon.

BAKED FISH SANDWICH Savory & Spicy 28 SR Cilantro marinated fillet of Hammour fish combined with Tahina & our homemade hot sauce. Topped with fresh arugula & cilantro. Served with mayonnaise & freshly squeezed lemon.

SMOKED SALMON SANDWICH Savory 31 SR Slices of smoked salmon with pickles & mix of lettuce, served with our homemade thousand island dressing.

TUNA MIX SANDWICH Savory 23 SR Special tuna mixed, topped with lollo rosso & mayonnaise, freshly baked bread.

TUNA FILLET SANDWICH Savory 24 SR Special steamed tuna, served with fresh tomatoes slices, melted cheddar cheese, & lollo rosso lettuce. Topped with hot sauce & mayonnaise, freshly baked bread.

FROM THE RANGE:

RIBEYE STEAK SANDWICH Full Flavor & Savory 38 SR Premium Triple-A Canadian ribeye steak combined with our homemade BBQ sauce, special dressing & American cheddar. Topped with fresh leafy greens, diced onions, juicy tomatoes & mild jalapeno peppers.

ASIAN STEAK SANDWICH Sweet & Spicy 38 SR Premium Triple-A Canadian ribeye steak marinated in our homemade sweet ginger sauce with melted mozzarella cheese. Topped with fresh cilantro pickled cucumber & julienne-cut carrots.

FROM THE GARDEN:

TASTY TOFU SANDWICH Asian Sweetness 20 SR Healthy tofu topped with fresh mixed lettuce, juicy tomatoes, pickled cucumber julienne-cut carrots, served with our homemade sweet ginger sauce & Asian dressing.

VEGETARIAN SANDWICH Sweet & Fresh 17 SR Stacked with our nutrient-dense vegetables including fresh leafy greens, pickled cucumber &, julienne-cut carrots & fresh pickled ginger slices. Served with our homemade Asian dressing.

ROASTED MEDITERRANEAN SANDWICH Fresh & Savory 20 SR Pieces of roasted mediterranean vegetables with fresh tomato & basil sauce.

HALLOUM CHEESE SANDWICH Savory 20 SR Halloum Cheese, pesto sauce, basil mayonnaise, juicy tomatoes, black olives & mix of lettuce.

Develop and identify the performance measurement indicators, Lead.

1. Cash flow

One of the most important things to track as a restaurant is the amount of money that's going in and out of my restaurant and how much cash do I have on hand? If I was not assessing my cash flow on a regular basis, I could be setting My restaurant up for failure.

Here's the formula to help me **calculate cash flow**:

Cash flow = beginning cash – ending cash

2. Cost of goods sold

Cost of goods sold helps me measure the amount of money that goes into buying supplies and good ingredients for my menu items.

Here is how to **calculate COGS**:

$\text{COGS} = \text{beginning inventory} + \text{purchases during the period} - \text{ending inventory}$

3. Labor cost percentage

I can manage my restaurant outgoings more effectively. By calculating my costs, I will spot red flags and make adjustments proactively.

Here is an **easy equation for labor cost percentage**:

$\text{Labor cost percentage} = \text{amount spent} / \text{total sales} * 100$

4. Revenue per available seat hour

Revenue per available seat hour (usually referred to as RevPASH) is a daily/hourly calculation. Developed by Dr. Sheryl Kimes at Cornell University, RevPASH is thought to be one of the best measures of success in the restaurant industry.

This is how to **calculate RevPASH**:

$\text{RevPASH} = \text{overall revenue} / \text{seats available} * \text{open hours}$

5. Table turnover rate

To ensure the table turnover is optimally timed to allow the customers to fully enjoy their dining experience and new parties aren't waiting around to be seated.

Here's how to **calculate your table turnover rate**:

$\text{Table turnover rate} = \text{period of time} / \text{number of tables served during that time period}$

6. Spend per head

To find the spend per head, I will follow this formula:

$\text{Spend per head} = \text{total revenue} / \text{number of customers}$

7. Employee turnover

This refers to the percentage of employees who leave the restaurant during a certain period of time. When I factor in the expenses associated with finding, hiring and training new employees, a higher-than-average employee turnover rate can prove to be an expensive problem for my restaurant.

Here is the formula for calculating **your employee turnover rate**:

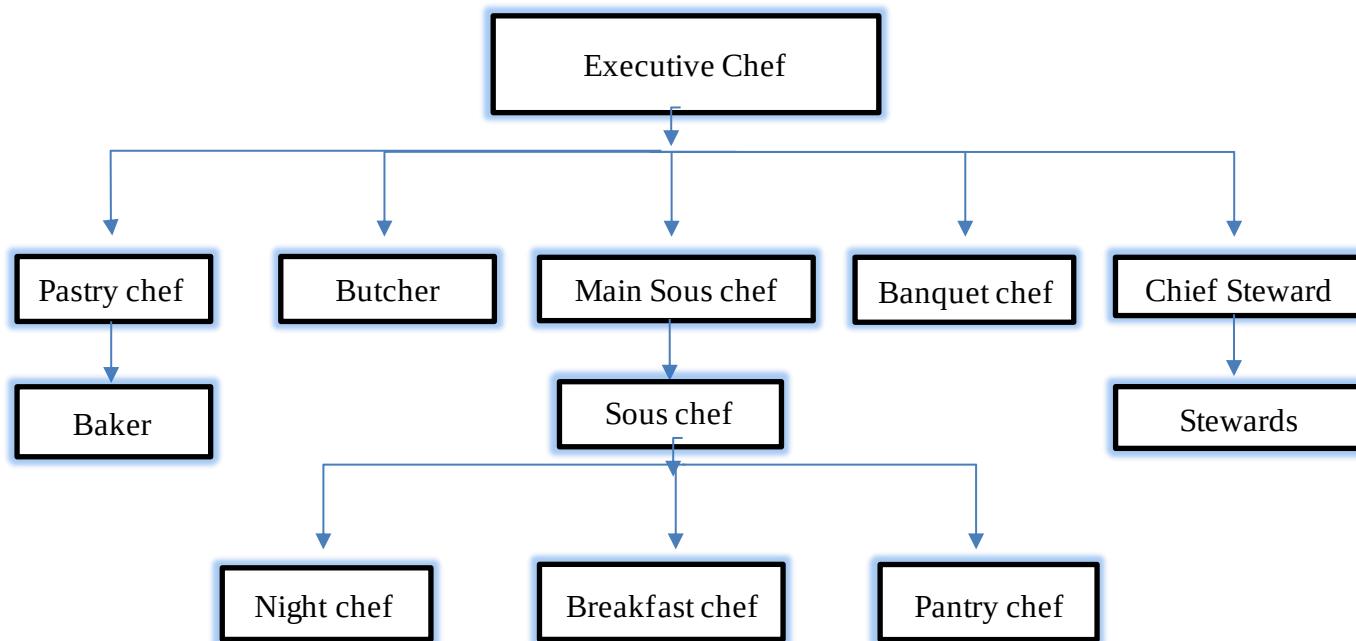
Employee turnover = number of employees who left during the time period / average number of employees * 100

Project charter:

Project title:		Healthy Restaurant
Business case:		For social gathering locations in Jeddah, good place for people to refreshment.
Objectives:		To provide healthy meal for community to increase productivity.
Project scope:		Deciding on restaurant, ordering food, setting table, distribution of food
Project manager:		Yahya A. Halabi
Preliminary Plan	Target Date	
Start Date	18/09/2021	
Measure	05/10/2021	
Analyze	30/10/2021	
Control	10/11/2021	
Completion date	30/12/2021	

Organization structure:

The referred project manager is responsible for following up and any changes in the arrangement of the organizational structure and every promotion and demotion.



Divisional structure:

The organizational structure was chosen due to the need to focus on work and cooperation between teams organizationally and to speed up the wheel of work for completion and mastery as soon as possible with best quality.

The IPMA Project Office:

Has been chosen because it is easy to understand and apply and does not need to take courses or teach employees in our project and that will save cost and time.

Compliance form for verification prior to receipt of project deliverables:

Requirements			Compliance		
No.	Goal / Deliverable	Responsible	Details of Deliverables	Compliant (Yes/No/NA)	Remarks
1	Enjoying the taste	Executive Chef	customer survey	Yes	
2	Tables service	Chief Steward	Periodically checking	Yes	
3	No Delay	Main Sous chef	Continues follow-up	Yes	

To develop Check List model for the three stages of the project (Start- Plan- Achieve Close)

Project Phases	Tasks	Output
Start	● Insurance Evaluation ● Cables & Wiring ● Evaluate Information Systems ● Gas Service ● Telephone Service ● Water Service ● Sewer Service ● Electric Service ● Banking ● Graphics Design ● Signage and Banners ● Advertising Timetable	Completed
Plan	● PERSONAL HYGIENE ● FOOD PREPARATION ● REFRIGERATOR AND FREEZER ● FOOD STORAGE AND DRY STORAGE ● UTENSILS AND EQUIPMENT ● DISHWASHING	Completed

	● GARBAGE STORAGE AND PEST CONTROL	
Achieve	● Availability of chief and his crew ● All kitchen equipment are working ● Tables and chairs are arranged ● Fire alarm ● All electrical functions are connected	Completed
Close	● All cutlery are washed, wiped & stacked properly along with crockery items. ● All service staff have been debriefed and assigned closing duties. ● All dirty glassware are washed , wiped & stacked. ● Floor has been cleaned by housekeeping staff. ● Garbage has been thrown and disposed properly. ● All crockery, cutlery, and glassware have been shifted to dish wash. ● Back area & the service area are clean & store is properly stacked. ● Reported any breakage occurred. ● All the tables & counters are clean. ● Folders for comment cards are checked. ● Air-conditioning has been switched off. ● Any items left over by the guest have been deposited with the Lost & Found. ● Restaurant has been reset for the following day. ● All equipment stored appropriately. ● Side station has been cleaned & stacked properly. ● Soiled linen is stored as per standard and the tied into bundles. ● Dish-wash has been cleared. ● Store requisition to be made after physically checking the stock. ● POS machine & music system are switched off.	Completed

To develop a stakeholder register and form groups for them. (Competency 8)

ID	Name	Title	Role	Power H/L	Interest H/L	Needs & Wants	Concerns
1	Khalid	VP Sales	Sponsor	H	H	Project completed by end of quarter3	Competition may deliver competing product sooner
2	Ali	Sr. Developer	Developer	L	H	Development region set up	Complexity of interface to 3 rd party vendor
3	Yazeed	Quality Assurance	Tester	LL	H	Test region set up: implementation of new stress testing software	Working on two other projects
4	Faisal	Sales Manager	Subject Matter Expert	L	H	New features in sales tool	Complexity of sales tool
5	Majed	Chef Manager	Cooker	H	H	Several dishes in menu	Attracting perfect chefs
6	Talal	CEO		H	H	5% increase in revenue by end of year	Pending regulatory requirements
7	Ward	Director of Accounting		L	L	Weekly expense report	Last project like this one went 30% over budget

To develop the two networks: (Strength/Interest) and (Influence/ Strength)

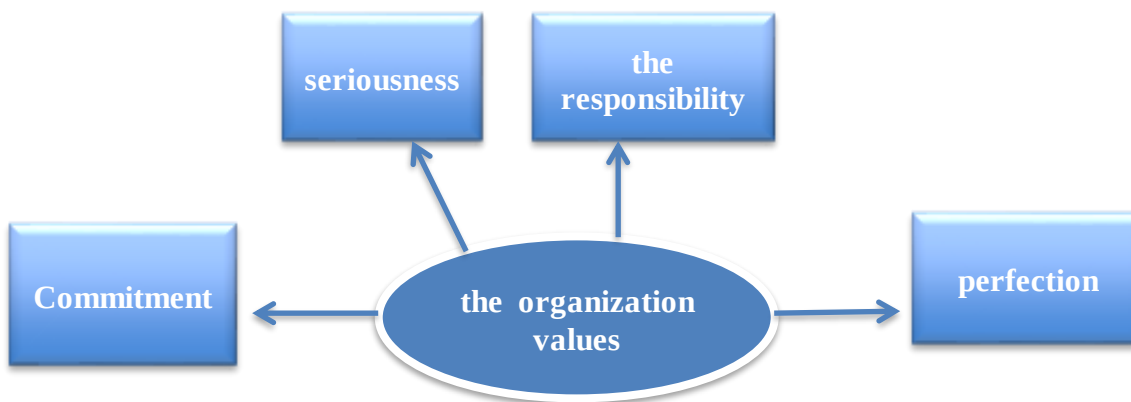
Strength/Interest	Influence/ Strength
● New and refreshing ● healthy foods ● Experienced management team ● attractive atmosphere	● health conscious trend ● high exposure location ● loyal returning customers

the register of the stakeholder:



The culture of the organization:

Be happy and eat healthy, is the motto of our restaurant, our staff works seriously, responsibly and adheres to health protocols to provide you with the most delicious healthy and delicious dishes, your health is our responsibility.



To specify “3” personal behaviors:

Mishandling the budget, non-compliance with health protocol and lack of punctual discipline can negatively affect the project and its reputation:

- To avoid misconduct in the budget, the accounts must be scheduled and reviewed as soon as possible.
- To avoid non-compliance with the health protocol, a deduction should be made from the salary for each employee who does not adhere to it. This small punishment will make the workers abide by the health protocol and preserve the health of the people.
- In order to avoid the problem of lack of discipline in the dates, especially the delivery dates for customers' requests, the ingredients and preparations must be prepared in advance and a specific schedule should be made for that.

SWOT model:

Strengths	Weakness	Opportunities	Threats
New and refreshing healthy foods Experienced management team attractive atmosphere	Confusing menu Price confusion Restaurant has low exposure	Health conscious trend High exposure location Loyal returning customers	Competitors offer delivery and takeaway Competitors is located nearby Competitors offer cheaper price

To provide “3” behaviors contradict the moral integrity:

Behaviors such as lying, cheating in materials and disrespecting customers, harm the ethical integrity of the restaurant.

Social impact	Financial Impact	Technical impact
These behaviors damage the restaurant's reputation and lose loyal customers	When the restaurant loses its customers due to these behaviors, the restaurant's budget will inevitably be affected and it will be unable to pay the wages of its employees and may even go bankrupt	The restaurant may be subject to distortion on social media, which will harm its website and may be exposed to hacking and reporting

The register of the stakeholder communication:

Name	Position	Internal/ External	Project Role	Contact Information
Khalid	VP Sales		Sponsor	
Ali	Sr. Developer		Developer	
Yazeed	Quality Assurance		Tester	
Faisal	Sales Manager		Subject Matter Expert	
Majed	Chef Manager		Cooker	
Talal	CEO			
Ward	Director of Accounting			



Communication Matrix:

Communication	Purpose	Medium	Frequency	Audience
Kickoff Meeting	Introduce project. Review objectives and goals	Face to face	Once	Project team Project sponsor
Project Team Meetings	Review status of project	Face to face or conference call	Weekly	Project team
Technical and creative design meeting	Discuss, review technical and design problems and solutions	Face to face	As needed	Technical team Creative team
Monthly Project Status Meetings	Update leadership on project status	Face to face or conference call	Monthly	Project manager
Project status Reports	Detailed report on project status including progress, costs and problems.	Email	Monthly	Project manager

To provide 3 wrong scenarios of communication:

- **Passive Aggressive Communication:**

When leaders refuse to speak directly to employees and prefer to use e-mail over you, they act passively, which creates a charged atmosphere in the work environment. It will definitely affect their production.

- **Workplace intimidation:**

The manager may use verbal or physical threatening actions such as intimidation by loud voice or standing in close physical proximity to cause discomfort, these behaviors create a poor and fearful work environment.

- **not listening**

Leaders and employees who fail to listen to each other or to others, engage in bad communication, for example, not listening to your customers' comments and taking them into account or not listening to your employees' opinions and making them feel ignored and lost.

stakeholder assessment matrix:

stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Khalid	C			D	
Ali			C		
Yazeed				DC	
Faisal					
Majed				C	D
Talal				C	
Ward					D

Leadership model:

We chose for this project the participatory leadership model, it is rooted in democratic methods, as it allows team members to participate in decision-making, which makes them enthusiastic to participate and exert their utmost efforts to make the work successful, and this type of leadership helps to encourage the employee to use his creativity and create a strong and united team To achieve a high level of productivity.

Proposals for the motivation methods:

- Presenting the Employee of the Month award.
- An increase in the monthly salary for anyone who presents a new and innovative idea that will develop the restaurant and increase its productivity.
- Free training courses for employees in cooking, cleaning, treating customers and others.
- Conducting an evaluation meeting every six months and involving all employees in it.
- Distribution of food to employees during the holidays for free.

RACI model:

Activities/Responsibilities	The chef	The Engineer	The Salesman
Choose suppliers	R/A	I	C
Promotion	I	C	R
Design the kitchen	A	R	C

R: Responsible.

A :Accountable.

C :Consulted.

I:Informed.

The conflict and crisis:

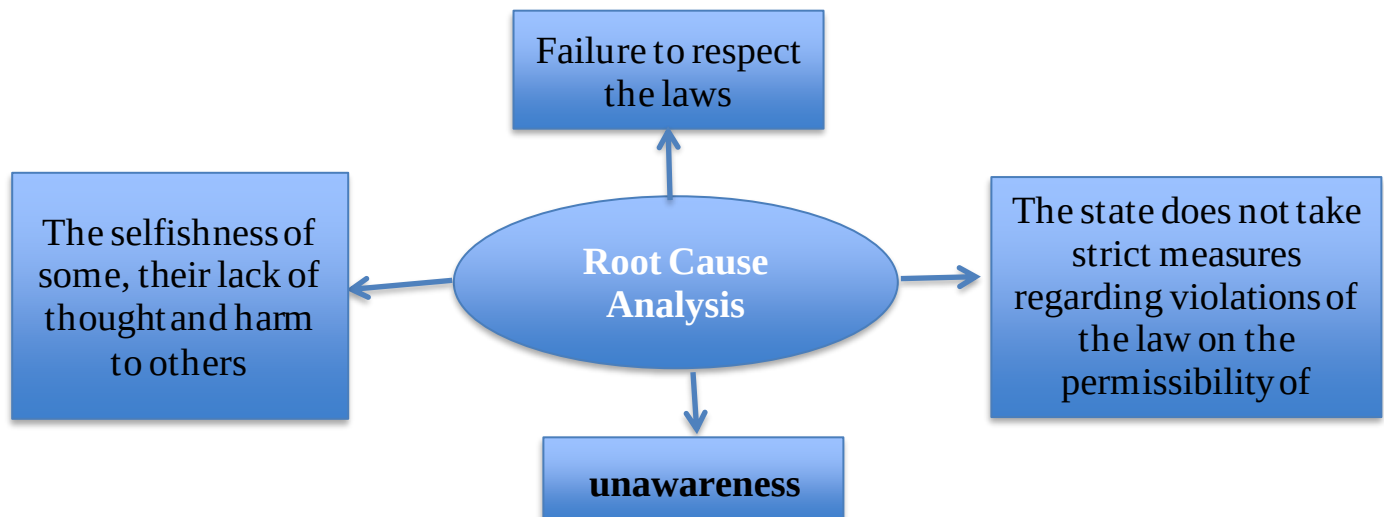
Restaurants have recently witnessed several difficulties, especially with the strict Covid-19 procedures, and even after vaccinations now, the implementation of the health protocol procedures remains a priority in this field, so one of the most important challenges that we can face is the commitment to implement the health protocol procedures, as well as not allowing customers who are not vaccinated and not They hold a passport to enter, which are procedures that will be implemented in the future in several countries.

Expected scenarios of the conflict's events:

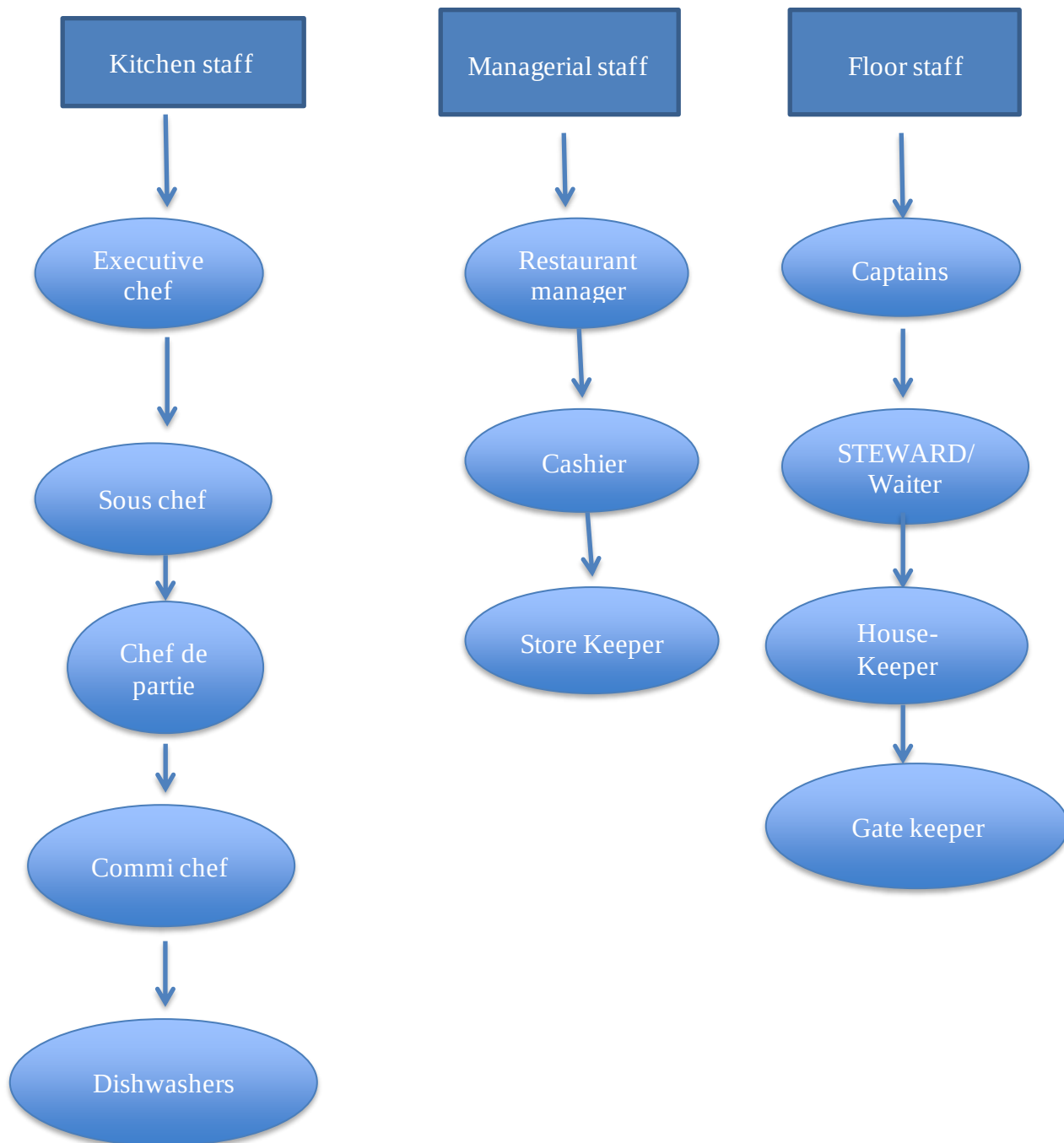
- The arrival of a client who does not hold a vaccination permit in the future
- Unvaccinated customer refused to leave the premises
- The customer refused to present the passport

The optimal strategies to deal with each conflict:

- When a customer who does not have a vaccination passport comes, we apologize for accepting him in the restaurant with kindness and explain to him that we follow the legal procedures to preserve the safety and health of customers.
- When the unvaccinated customer refuses to leave the place, we refrain from submitting his request, and the matter may go beyond informing the competent authorities.
- When the customer refuses to disclose the passport of his vaccination, we apologize for submitting his request



Restaurant staff:



Actual Schedule (15 DAYS, 7 resources)

1	2	3	4	5
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6	7	8	9	10
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11	12	13	14	15
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Fast Tracking (11 days, with same 7 resources)

1	2	3	4	5
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4	5	6	7	8
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7	8	9	10	11
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Negotiations:

- First rule: Make sure there is a negotiating area

We have to determine the right starting point to start the negotiation process. If there is no negotiating area, time should not be wasted, an agreement can never be reached.

- Rule Two: Know the goals of the other side

We have to collect information about the activities of the other side, their goals, and what they aspire to in order to prepare well for the negotiation process. Entering the negotiating table with information is better than entering it with ignorance.

Negotiations plans:

- It is possible to negotiate with a TV channel to advertise our restaurant and provide its services, with a financial information determined by the channel and the owner of the restaurant.
- It is also possible to negotiate with an artist or musician to have evenings in the restaurant, which creates a comfortable and beautiful atmosphere.