

Project Charter

“Adam's BBQ” Takeout Restaurant

Project Title: “Adam’s BBQ” Takeout Restaurant			
Project Start Date: 07/01/2009		Projected Finish Date: 07/01/2010	
Budget Information: \$500,000 - \$750,000			
Project Manager: Julie Smith, 858-555-1212, julie_lsmith@hotmail.com			
Project Objectives: Convert an existing restaurant building into a fast food restaurant focused on healthy Texas-style BBQ food. Establish a positive brand within the first year and become profitable within 3 years. Promoting and expanding the BBQ restaurant as a unique take-out destination.			
Approach:			
<ul style="list-style-type: none"> • Research potential target market locations. • Research potential local organic food suppliers. • Purchase available restaurant building in high-traffic location near college or beach areas. • Renovate existing building for BBQ equipment and theme. • Establish aggressive marketing plan for advertising. • Maintain tight controls on operating expenses. • Maintain high customer satisfaction based on wait time, food quality, and service levels. 			
High-Level Requirements:			
<ul style="list-style-type: none"> • The majority of ingredients must be organically grown/bred wherever economically feasible. • Building must have drive-thru capability. • A simple and easily executable menu that is inexpensive given the restaurant location and likely clientele. 			
High-Level Risks:			
<ul style="list-style-type: none"> • A high percentage of new restaurants fail within the first year. • Organic food may not be available in sufficient variety or quantity. • Demand for service is beyond capacity as initially designed and built. • Permits are not obtained. • Lawsuits against restaurant. 			
Summary Milestone Schedule:			
<ul style="list-style-type: none"> • 7/1/2009 – 9/1/2009 (research phase) • 9/1/2009 – 11/1/2009 (building purchase) • 12/1/2009 – 2/1/2010 (renovation) • 3/1/2010 – 5/1/2010 (marketing and grand opening) 			
Roles and Responsibilities			
Name and Signature	Role	Responsibility	Contact Information
Julie Smith	Project Manager	Manage the project.	julie_lsmith@hotmail.com
Patrick Swisher	Project Team Member	As assigned.	patrick.swisher@yahoo.com

Chan Tsan	Project Team Member	As assigned.	c.tsan@cox.net
Lori Silva	Project Team Member	As assigned.	lori.a.silva@saic.com
Ryan Sargent	Project Team Member	As assigned.	sargenre@yahoo.com
Karen Castillo	Project Team Member	As assigned.	kpcastillo11@gmail.com
Comments: (Handwritten or typed comments from above stakeholders, if applicable)			
(none)			