PROJECT SCOPE STATEMENT

Project Name:	"Adam's BBQ" Takeout Restaurant
Prepared by:	Team 1
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Version History (insert rows as needed):

Version	Date (MM/DD/YYYY)	Comments
1.0	05/03/2009	Initial document compiled.
2.0	5/7/2009	Updated Project Description section.
3.0	5/25/2009	Include logo, revise version on header, Update Executive Summary, Section 2.1 sync up the "Adam's BBQ" Takeout Restaurant mentioned throughout, Section 3.1 Project Scope, Section 3.4 Assumption (change date from May to August.), Section 3.5 Constraints

1. Executive Summary

Due to the lack of such fast food BBQ restaurants in the Pacific Beach dining community, this project aims to fill a void and succeed in attracting customers who seek fast, convenient and high quality BBQ food.

http://adamsbbq.weebly.com/project-charter.html

The project will be executed by acquiring a small building (approximately 800 Sq Ft) in Pacific Beach and then converting it into a fast food restaurant complete with a drive-through window. The restaurant will provide BBQ made with fresh, organic ingredients – all of which will be available to customers via carry-out and drive-through.

The milestones of the project include:

- Research Phase: complete market research
- Procurement Phase: obtain building and supplies
- Renovation and Styling: complete building renovations
- Advertising: launch advertising campaign
- Staff: obtain staff
- Grand Opening: being food service

2. Business Objectives

2.1 Product Description (Solution):

- "Adam's BBQ" Takeout Restaurant will give San Diego what it has been craving, great BBQ! "Adam's BBQ" Takeout Restaurant thrives on providing each customer with the "Adam's Experience" - Authentic Texas style "Get-It to Go" BBQ. Folks that love BBQ will enjoy "Adam's BBQ" Takeout Restaurant secret family recipe "BBQ sauces and rubs from many generations past. Adam's #1 mission is to ensure customers are thoroughly satisfied, to satisfy that one single craving: Mesquite grilled baby back beef ribs and chicken. Providing consistency, quality, freshness and friendly service is Adam's passion for fantastic BBQ.
- "Adam's BBQ" Takeout Restaurant specializes in made-to-order authentic Texas style BBQ and serving delicious sides made from only fresh high quality ingredients.
- San Diego has waited too many years and now the wait is over! "Adam's BBQ" Takeout Restaurant opens its first drive-thru restaurant August 23, 2010, located in the community of Pacific Beach at the corner of Mission Blvd. and Garnet Ave. that will serve a diverse community of skateboarders and BMWs.

2. Business Objectives

2.2 Business Objectives:

"Adam's BBQ" Takeout Restaurant first three years of operation include:

- Maintaining tight controls on costs and operations by hiring a managing partner/proprietor utilizing automated computer/Internet control.
- Expanding our marketing and advertising in San Diego neighboring suburbs to increase our customer base.
- Averaging sales between 1-2 million dollars per year.
- Keeping food cost fewer than 35% of revenue.
- Keeping employee labor cost between 16-18% of revenue.
- Improving our Gross Margin from a target of 65.41% in Year 1 to 67.10 in Year 2; goal is to attain a 70.73% by Year 3.
- Promoting and expanding the "Adam's Experience" BBQ restaurant concept as a unique destination restaurant by opening one additional restaurant in the first years of operation.
- Achieving a profitable investment return for investors beginning year 2.

3. Project Description

3.1 Project Scope:

The scope of the project is to plan the launch of an organic Texas bar-b-q drive-up or carry-out restaurant in the heart of San Diego night life area Pacific Beach. The project will be initiated in July of 2009 and come to completion in August 2010. The project will be considered completed when the restaurant is able to conduct point of sales. The project is slated to cost no more than $750,000. The project will have 6 milestone phases: research; procurement; renovation and styling; advertising, staff and grand open. The primary deliverables in each phase are as follows:

Deliverables:

i) Research Phase:

(a) Market Research

(b) Vendor Acquisition Contracts

(c) Customer base profitability business plan

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(d) Interior Design plans

(e) Exterior Design plans

(f) Site proposal plan

(g) Menu Development

ii) Procurement Phase:

(a) Location Acquisition

(b) Obtain health permits and register business

(c) Kitchen equipment

(d) Renovation Materials

iii) Renovation and styling:

(a) Demolition

(b) Construction

(c) Repair

(d) Equipment Installation

(e) Onsite Freezer

(f) Janitorial Needs

iv) Advertising

(a) Radio/TV

(b) Newspaper/ Phonebooks

(c) Posters & Flyers

(d) Website

(e) Staff/ Help Wanted

v) Staff

(a) Personnel acquisition

(b) Employee Training Material

(c) Employee Training

(d) Work Scheduling

(e) Janitorial Staffing

vi) Grand opening:

(a) Conduct advertising campaign

(b) Stock food stuffs and dry goods

(c) Establish restaurant flow and timing

(d) Train employees

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(e) Set resupply inventory schedule

Does Not Include

Full service sit down restaurant.

Limited sitting only.

Liquor license.

Growing of food.

3.2 Project Completion Criteria:

The project will be considered complete when the restaurant is open for business and serving customers. The restaurant will then be handed over from the project planning team to the restaurant management.

3.3 External Dependencies:

San Diego County officials will be critical for the completion of this project. Without the approval for the various pre construction, final construction and business permits the project will not be complete.

Health officials will need to inspect and approve the project before the grand opening day.

San Diego Gas and Electric is essential to make sure we have the appropriate electrical and gas supply to start construction and power to run our equipment.

3.4 Assumptions:

The final completion date of the project will be August 23, 2010.

Staffing & Training:

There will be a staff of 12 hired. Training will begin prior to the grand opening.

General working times are as follows:

.-Weekdays from 10 am to 10 pm Sunday-Thursday and 10 am to 3am Friday to Saturday

-Calculations are based on an 8 hour day and 40 hour week

-Each employee (resource) will only work up to a maximum of 8 hours per day. Or alternatively 8 hours per day is 100% of each worker's allocated work units.

The activity durations are presumed to be correct, although extra flexibility has been built into the plan to mitigate any time problems

The Resource Costs are knows however, the Fixed Costs (purchase or lease of the building, kitchen equipment, dining room furniture etc) are not known and so have been estimated. Any changes to these

3. Project Description

fixed costs will affect the total project cost.

3.5 Constraints:

There are possible constraints associated with various tasks, which means that there is date set by which a task must be completed.

(1) Vendor Acquisition: Without the appropriate vendors we will not be able to acquire the goods and services needed to launch the restaurant.

(2) Location Acquisition if not completed in time we will not be able to acquire the various permits necessary.

(3) Obtain pre-construction, final construction, health permits and register business: Cannot start demolition and renovation of facility without the preconstruction permit. Delay in Grand Opening can occur if various permits from the city are not approved in a timely manner as well as the Health inspection.

(4) Supplier delay in goods and services can delay renovation and opening.

(5) San Diego Gas and Electric can take awhile to verify if we have the appropriate electrical and gas connections before construction.

(6) Contractor resources limitations

(7) Delivery of equipment