

5.3.3 Brewmasters Brewery Scope Statement (Output)

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Opening a Brewery Project Scope Statement

1. Objectives – The objective of this project is to plan, construct, and establish a local brewery/ taproom within the state of North Carolina capable of producing no less than 10,000 bbls of craft beer annually. The budget for the project will not exceed \$250,000. Planning will commence no later than 01 September 2016, and the project completion date (grand opening) is not to surpass 01 September 2017.
2. Description – The Brewmasters has been home brewing for over two years, and have created a successful following and backing of potential clients. They have targeted another local brewery in order to facilitate contract brewing, while the project brewery is being establish. This will facilitate the establishment of initial customers, while simultaneously marketing and promoting the project, products, and brand. They have assembled a group of family members and friends to assist with the planning, marketing, and establishment effort. They plan to offer three initial flagship beers along, rotating seasonal beers, an in-house taproom, and an event area that can facilitate parties up to 50 people. The total amount of personal financial investments (\$50,000) and business loans (\$200,000) to complete this project is \$250,000.
3. Requirements – Planning will begin 01 September 2016, and the project (grand opening) is to be completed no later than 01 September 2017. Planning for the project will include design and layout for the brewery, taproom, and event area, and it will incorporate an initial distribution plan. Available resources will be identified in the project plan and allocated accordingly. The total cost is not to

exceed \$250,000. Planning will be completed and agreed upon by all team members before any work is started.

4. Deliverables – The brewery/ taproom design and layout plan is the primary deliverable. The brewery/ taproom plan will include a scope statement, work breakdown structure, schedule with assigned resources, communication plan, risk plan, quality plan, and change control plan. Once the brewery/ taproom plan is approved, the final project deliverable will be an official retail permit and brewer's notice.
5. Acceptance Criteria – The county or city will sign and approve all licensing and permits in order for the brewery/ taproom to begin production and service. When the brewery/ taproom receives the final permits and license a grand opening will be scheduled. An official grand opening signifies completion of the project.
6. Constraints – The total cost may not exceed \$250,000. The grand opening is to occur no later than 01 September 2017. The project team is limited to the individuals identified in the Organization section below.
7. Organization – The project team consists of the two Brewmasters, the sales agents, the marketing manager, the design teams, the branding agent, and the distributor. The project team will be assigned roles and responsibilities as defined in the internal and external resource plans. Other Stakeholders include the Financial Lenders, Brewmasters, Family, Friends, and external resources brought in to support brewery/ taproom build. This project did not consider use of an architect nor interior decorators to assist with the planning effort.

8. Assumptions – Project team members will be available as defined in the work schedules for each team member. The labor cost for the planning effort is \$0 as the project team consists of family and friends whose services are voluntary. It is assumed that the business plan will be approved, and that funding will be available immediately. The project assumes that the specific location is unknown.
9. Initial Defined Risks – Risks include business plan approval, loan approval, permit approval, location selection. Risks will be addressed in accordance with the Project Risk Management Plan.
10. Schedule Milestones – Business plan and loan approval no later than 01 November 2016; location selection no later than 01 January 2017; brewery construction and/or renovation no later than 01 July 2017; brewery/ taproom establishment no later than 15 August 2017; permit and licensing approval no later than 31 August 2017; grand opening no later than 01 September 2017.
11. Cost Estimate – The cost of the brewery/ taproom is not to exceed \$250,000. This estimate is inclusive of all labor and materials.
12. Scope Change Control – Any changes to this scope of this effort will be handled in accordance with the Overall Change Control Plan. Baseline project costs, schedule, and quality will be assessed, discussed, voted upon, and then decided.