Project: FenDog

**Sample Only**

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Document Title: FenDog-proposal

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1. **Overview**

Street vendors have been conducting business on the sidewalks surrounding Fenway Park for decades, serving patrons of the Boston Red Sox’s home games. They have become a hometown tradition over the years and contribute to the local color of the overall Fenway Park experience. Frank Fantini is one such vendor at Fenway Park, who has provided sausages over a 12 year period to hungry baseball fans. Frank has done well with his side business, largely due to providing a low cost option compared to the much pricier food inside the park. During home games, Fantini’s cart is located on Yawkey Way where his family friend, Ted Darling, has assisted him in this part-time business. Year after year of 86 home games, he has built a strong following, a successful business and is commonly referred to as “The Sausage King”. (See Figure 1: Picture of Frank Fantini “The Sausage King” with his sausage cart on the famous Yawkey Way.)

Fantini would like to maximize his revenue, regardless of whether the Red Sox are winning or losing, whether it is raining or sunny. He began to wonder if adding additional items to his menu would be the revenue generator he was looking for, or if he should add more employees. There are two scenarios that could help Frank generate further revenue through his vendor cart business. Our model will help him determine which opportunity he should move forward with. In one scenario, Frank could add additional, more seasonal items to the vendor cart. With the second scenario, Frank could continue with a basic menu, but add personnel to generate more business for his existing cart.

The model will illustrate the impact that the performance of the Red Sox has on Frank’s vendor cart(s). It’s understood that there is an inverse relationship between how well the Red Sox play and how well the vendor carts do. In other words, when the Red Sox are winning, business for the vendor carts is slow. That is the result of winning games drawing business people who usually bypass street vendors in favor of Fenway Park's food stands. When the Red Sox are losing, the vendor carts tend to be busier. Those receiving the tickets are most often families, patrons who frequent streets vendor as opposed to ball park vendors.

The model will detail activity throughout the baseball season on a biweekly basis, for 12 biweekly periods. It will take into account volatile factors such as, game attendance, seasonality, staffing requirements and menu items. We anticipate that the three input streams will be 1) occupancy of the park, as Frank tries to garner a percentage of attending fans; 2) How many people working and which jobs, and 3) Weather (summer vs. spring and fall, to calculate numbers of the various seasonal menu items, such as lemonade vs. cocoa. Analyzing the model‘s outputs will enable Fantini to make the best decision with his goal of maintaining his current lifestyle in mind.

1. **Budget**

It is estimated that the team would have a budget of 90 hours to complete this assignment. There are four stages for the delivery of the team’s model. The following is the time allocation to perform the work that is required.

Planning (20 hours)

Definition of Problem……………………………………………………………16 hrs

Team Allocation………………………………………………………………….2 hrs

Schedule Creation………………………………………………………………..2 hrs

Modeling (40 hours)

Implementation (model & components)……………………………………….40 hrs

Documents (35 hours)

Midpoint Status Report………………………………………………………….5 hrs

Final Report………………………………………………………………….....10 hrs

User Guide……………………………………………………………………...10 hrs

Reference Guide………………………………………………………………..10 hrs

Execution (6 hours)

Exploration of Two Scenario…………………………………………………….3 hrs

Observation……………………………………………..………………….…….3 hrs

1. **Team**

Brandy Blakley, Susan Borges & Bill Sage

1. **Inputs, Parameters and Outputs**

Inputs and Parameters:

Initial Start-up Investment

 Cost of New Food Cart (fully equipped) – parameter

 Cost of Inventory (food, condiments, cutlery) – calculated

Operating Costs

 Cost of Maintaining Cart and Equipment – parameter

 Overhead Costs (Insurance, taxes utilities, Licenses etc…) - parameter

Personnel

 Number of Employees in various jobs – input stream

 Salary/Wages Costs – calculated

Demand Expectations

 Number of Games – parameter

 Attendance (weather, seasonality, type of game) – input stream

 Expected Weather – input stream

Product Offerings Costs and Retail Prices

 Sausage

 Sausage with Peppers & Onions

 Drinks (Soda and Water Bottles) – parameter

 New Items –

 Funnel Cakes

 Clam Chowder

 Soft Pretzel

 Chicken Finger Basket

 Hot Chocolate

 Fresh Squeezed Lemonade

Outputs:

 Margin on COGS – output stream

 Revenue – output stream

Profit – output stream

1. **Schedule and Milestones**

The following schedule includes important milestones with corresponding due dates. It will be important for our team to review the schedule regularly and hold ourselves accountable to the specified due dates.

1. 10/07/10 Turn in project proposal and requirements checklist for Word documents
2. 10/15/10 Finish problem definition and objectives
3. 10/18/10 Submit second revision of proposal
4. 10/21/10 First draft of Excel checklist and rough outline of model
5. 10/28/10 Hand in Mid-point status report and requirements checklist for Excel documents
6. 10/31/10 Submit third revision of proposal
7. 11/17/10 Submit fourth revision of proposal
8. 11/29/10 Finish first draft of model construction
9. 11/29/10 Finish draft of model construction with final conclusion to the problem
10. 12/09/10 Rough draft User Guide, Reference Guide and Final Report
11. 12/16/10 Submit Final Report, Reference Guide, User Guide and Project Model

**Appendix**

Figure 1: Picture of Frank Fantini “The Sausage King” with his sausage cart on the famous Yawkey Way.