



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	Mousa Salem H ALshammari	اسم الطالب
Students I.D	2021202389	الرقم الجامعي

Section

Master

Date

Thursday

22 / 04 / 2021.

Course Code

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس ٢٠-٠٥-٢٠٢١ في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf . مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References . وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحّد كما يلي:
- حجم الخط ١٢.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر line spacing 1.5
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Introduction:

Coconut Coffee shop has been launched since 2014, as one of the most famous coffee houses in Jeddah-KSA. After COVID-19 pandemic started in 2021, and lot of sectors, companies, schools and universities have been close, the co-founder of **Coconut** coffee house started to think to launch a new branch targeting and exploit the new needs in the market due to pandemic. Where worker, students, and entrepreneur can find a comfortable and cosy place to do their work. The idea of **coconut** coffeehouse is to offer with “all in one” service consisting of books, internet and a lot of occasional vouchers and discounts which will definitely attract a large customer base. LA consultant Ltd suggested to the owner to conduct an awareness event starting May1, 2021 for a one day event on Thursday July 8, 2021 (7am - 7pm).

Aim of the study:

The aim of this research is to show that project success is dependent on the project management approach of develop an event for launching a new coffeehouse in Jeddah-KSA, which is extension of the already exist coconut coffee shop. relative to the challenges posed by the project, and to develop an analytical model for analyzing the performance of the project organization.

Literature review:

This paper delivers some thoughts and ideas about success criteria for project management. Cost, time and quality, have become inevitably linked with measuring the success of project management over the last 50 years. This is perhaps not surprising, since over the same period those criteria are usually included in the description of project management. Time and costs are at best, only guesses, calculated at a time when least is known about the project [1]. The role of different project management techniques to implement projects successfully has been widely established in areas such as the planning and control of time, cost and quality. In spite of this, the distinction between the project and project management is less than precise [2].

The BS ISO 10006:1997 defines a project as: “a unique process consisting of a set of coordinated and controlled activities with start and finish dates, undertaken to achieve an objective conforming to specific requirements, including constraints of time, cost and resources” [3].

For a project to be successful there must, first, be an improved appreciation of the role of project management within projects, and this role must be placed within the context of a wider project alongside other outside criteria and long-term expectations. Second, the project manager must allow the client to contribute actively in the planning and production phases and at the same time the project team involvement has to be extended into the utilization phase. This would be accommodated properly in a project evaluation technique that examines not only the implementation processes but also the economic and financial performance. Finally, one must always bear in mind that successful project management techniques will contribute to the achievement of projects, but project management will not stop a project from failing to succeed [4]. The right project will succeed almost without the success of project management, but successful project management could enhance its success. Selecting the right project at the outset and screening out potentially unsuccessful projects, will be more important to ensuring total project success.

Project management practices, in combination with several other factors, influence project success and not all project management tools and techniques are directly associated with project success. Nevertheless, even a thorough literature review could not identify any successfully completed project, without having utilized basic project management practices. Thus, many researchers [5] highlight that correctly applied tools and techniques may positively contribute to project success.

Research Methodology:

This research aimed for collecting hard facts. The literature review revealed interesting facts, supporting the conclusion that project management positively influences project success. A project may have individual sets of success criteria and factors. Thus, it is

recommended initiating studies on a global scale, for identifying a possible generic set of project success parameters.

The critical path method (CPM) is a fundamental quantitative technique developed for project management. Assuming deterministic activity completion times, CPM determines the minimum time needed to complete the project. Generally, there is a due date for project completion and one needs to expedite the project. This implies completing some of these activities faster than normal. For each activity, normal time of completion and crash time of completion are determined and correspondingly normal and crash costs for the activity are estimated. Crash completion of an activity may involve overtime charges, specialized resources, and faster wear and tear of equipment.

Research Design A descriptive correlation design was used for this study.

Setting

This study will conduct at Jeddah – Saudi Arabia

Subjects A simple random sample will use for this research. The ideal sample size was estimated at a confidence interval of 95%, margin of errors 5.0%, a total population size of customers and stick holders, and by using the following formula: $[X^2 NP (1 - P) / d^2 (N - 1) + X^2 P (1 - P)]$; the required sample size must have the following inclusion criteria: At least two years of experience in this field and accept to participate in the study.

Instruments A survey checklist will use to collect data and monitor the goals of this study which include the following tasks:

- Project conception and initiation.
- Development (project plan).
- Implementation.
- Printed materials.
- Out of home materials.
- Photographer.
- Decoration.
- Project close out.

Statistical Analysis:

Data entry and statistical analysis will use the statistical package for social science (SPSS) version 24.0. Data were presented using descriptive statistics in the form of frequencies and percentages for qualitative variables, and means and standard deviations for quantitative variables. Cronbach alpha coefficient was calculated to assess the reliability of the developed tools through their internal consistency. Pearson correlation analysis was used for assessment of the inter-relationships among quantitative variables. To identify the independent predictors of the innovative work behavior multiple linear regression analysis was used after testing for normal distribution, normality, and analysis of variance for the full regression models were done. Statistical significance was considered at $p\text{-value} < 0.05$.

Results and Discussion:

Discussion of the results will be done based on current related literature

References:

- 1] Chan, Albert PC, David Scott, and Ada PL Chan. "Factors affecting the success of a construction project." Journal of construction engineering and management 130.1 (2004): 153-155.
- 2] Pollack-Johnson, Bruce, and Matthew J. Liberatore. "Incorporating quality considerations into project time/cost tradeoff analysis and decision making." IEEE Transactions on Engineering Management 53.4 (2006): 534-542.
- 3] Project management, Part 1: Principles of guidelines for the management of projects, BS6079-1:2010.
- 4] Lyneis, James M., and David N. Ford. "System dynamics applied to project management: a survey, assessment, and directions for future research." System Dynamics Review 23.2-3 (2007): 157-189.
- 5] D. Milosevic and L. Inman, "Impact of project management standardization on project effectiveness," Engineering Management Journal, vol. 13, no. 4, pp. 9-16, 2001.

Project Description

Project Purpose:

The purpose of the project is the preparation for one-day awareness event for launching a new coffeehouse in Jeddah-KSA, which is extension of the already exist coconut coffee shop.

Due to *covid-19 issues*, many workers and students have no comfortable place to do their work, so this extinction coffeehouse is meant to be a suitable or inviting place, where people, especially students can have artisan coffee while doing their work or studying. The coffeehouse also offers “all in one” service consisting of books, internet and a lot of occasional vouchers and discounts which will definitely attract a large customer base.

Scope Summary:

Coconut Coffeehouse project will consist of planning an awareness event starting May1, 2021 for a one day event on Thursday July 8, 2021 (7am - 7pm) with a total budget of SAR300, 000 to drive awareness of Coconut Coffeehouse first location in Jeddah-KSA.

The event will be having samples of the Coconut Coffeehouse sandwiches, desert and drink, it will be also consists a special offers and vouchers which will be given by the sponsors and stakeholders. This event will be also provided by promotional materials for the event.

The event will be a way for local consumers to test and try Coconut coffeehouse products and as a way to motivate consumers to visit and shop at the Coffeehouse.

Business Objectives

Use the promotional event as a vehicle to change and improve the exist Coconut Coffee shop brand image as a popular and authentic bakery café in the eyes of the public who live and work in Jeddah-KSA.

Create a new needs and new customer segment, which will drive to Increase the sales and traffic Coconut coffee shop business and make the new location which handle a new, different and indeed idea as profitable and successful as the first.

Project Objectives

Conduct a 60-day plan to successfully deliver on scope, schedule, and cost a one-day event at Coconut Coffeehouse location that will drive awareness of the business.

Provide a cosy environment for pedestrians to try Coconut coffeehouse food and drinks.

At the end of the event, ensure that the sponsors and clients are satisfied.

Project Deliverables:

The Coconut coffeehouse will be available for customers on the 7th of August 2021. The Coffeehouse will appeal to all age groups and will be functioning 7 days a week, from 8:00am till 12:00pm on week days and 1:00Am on weekends.

Project Budget:

Project Phase and Resource Name	Responsibilities	Start	End	Estimated Cost	
1. Project Concept & initiation	Project Director				
Project Meeting & Charter		Apr--01	Apr--15	\$3,000	
2. Development	Project Manager				
Collection of Requirements		Apr--16	Apr--30	\$5,000	
Project Plan		Apr--16	May---15	\$9,500	
3. Implementation					
Weekly Progress Reports	Project Manager	May---16	Jun---30	\$5,500	
Product Deliverables Delivered and	Project & Event Planning	May---23	May---27	\$2,500	
Printed Materials				\$4,750	
Out of Home Materials				\$8,000	
Street Team					
Street Team Members	Project & Event Planning	May---23	Jun---09	\$1,100	
Street Team Uniforms	Project & Event Planning	May---25	Jun---01	\$500	
Street Team iPad & Data	Project & Event Planning	May---25	Jun---09	\$370	
DJ & Equipment	Project & Event Planning	May---25	Jun---09	\$1,000	
Photographer	Project & Event Planning	May---25	Jun---09	\$1,250	
Décor				\$5,000	
Electrical Generator	Event Operations Officer	May---26	Jun---09	\$500	
Development fee and delivery costs				\$16,500	
4. Project Close Out					
Lessons Learned & Post Report	Project Manager	Jun---10	Jun---30	\$5,750	
Event Results Analysis	Project Manager	Jun---10	Jun---30	\$2,000	
Project Close Out Meeting	Project Manager and Project	Jun---30	Jun---30	\$3,750	
5. Reserves (20% of total estimate)				\$14,438	
Total project cost estimate				\$87,228	