



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

Date

Thursday

18 / 03 / 2021.

Course Code

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 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 موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر 1.5 line spacing
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: Eng. Dr. Akram M. S. Ali

Launching New Product within Cosmetic Products Line

1. Introduction

The organization seeks to launch a new product within the cosmetic products line as a result of the expansion of the market and the increase in demand for these types of products and changing in customer, which will increase market share for the organization.

Successful new products and services are critical to many organizations, since product innovation is important in helping organizations adapt to changes in markets, technology and competition.

The project management process plays an important role in the success or failure of the project to be delivered on time within budget and to specifications, and its importance lies in good management and planning for the team and tracking the progress to avoid problems and risks in the advanced stages and to effectively manage the work team. In this paper, I will discuss and identify as a leader in the project the purpose, scope and objectives of the project, which represent the project's itinerary to the end.

2. Literature Review

As the new product development process continues, market research helps to identify the key factors that matter to customers. [1] A recent survey of 280 product executives confirmed that new product launches conducted among members of the International Association for Product Marketing and Management (AIPMM) found that half of them acknowledge that 50% of their organization's product launches over the past three years have been successful in terms with more than 25% of total revenue and profits across industries stems from the launch of new products. [2]

To survive in the highly competitive market companies are under pressure to innovate, develop new products and satisfy consumers. [3] Like any business process, launching

a new product is a risky exercise. It may be that your competitor is one step ahead in the game. Aside from known risks, companies are also threatened by unforeseen economic and political changes that can be devastating. In order to be prepared and cover all the bases, it is important for the organization to provide an intensive feasibility study for the market.[4]

Effective project management benefits the organizations as it increases the likelihood of achieving their goals, as it allows control and manage over many factors, such as costs, schedule, and risks, and thus make decisions that take projects in the right direction. [5]

One of the main reasons for project failure that was reported in the previous literature is the failure to define objectives from the early stages of projects, which leads to an unclear vision of project milestones and, consequently, failure in the end. [6]

3. Methodology

The research strategy used to identify the scope and the objectives for this study was an inductive approach based on the company vision and its goals and as such can be categorized as an exploratory and descriptive type of research. The data collection was done through the project launch meeting with top management and development department and stakeholders. The results have been obtained by expert judgment and bottoms-up approach and summarized by project charter (see appendix).

4. Results and Discussions

This paper presents an outline on the project purpose, scope and objectives by using expert judgment for the scope and objectives contain KPI metrics to measure its progress and meet the SMART criteria for the objectives and the results as follows:

- **Purpose:**

New products are the lifeblood of any company without it the firm withers on the vine and either dies or is absorbed by another firm. It is important for continued existence, success, and growth of the company. Therefore, developing a new product will fill the gap in the market by satisfied the customers' needs by providing a product with distinctive specifications.

- **Scope Statement:**

launching a new product within cosmetics products line that suits the needs of customers and market with a competitive advantage and delivers the best-in-class performance and quality that meets eco-friendly environments standards and delivered by the end of the current year 2021.

Constraints:

1. Sample Size Constraints:

- ✓ Local launch in Saudi Arabia

2. Time Constraints:

- ✓ Expected to be launched at the end of this year 2021

3. Cost Constraints:

- ✓ Not exceeding the agreed budget 1.5M SAR

4. Quality Constraints:

- ✓ Matching the health and safety standards of the Saudi Food and Drug Authority SFDA
- ✓ The components of the product are eco-friendly
- ✓ The product packaging is re-cyclable
- ✓ Suitable for normal skin

Objectives:

- Develop eye-catching creative that reflects the brand's values
- Enhance brand equity within targeted markets
- Create a sustainable brand strategy
- Providing a unique product with competitive advantage, high quality and affordable price by the end of 2021
- Increase the market share by 35%
- Improve the product reliability by 20%

References

- [1] J. McKendrick, "Four reasons new product launches fail, and what can be done about it," Innovation , p. 17, 29 11 2010.
- [2] J. Lee, "The future consumer - Consumer driven innovation.," Deloitte Canada, Canada , 2017
- [3] V. Kalluri, R. Kodali. "Analysis of new product development research":2014, 21:4, 527-618
- [4] C. David "The impact of new product management on SME performance". Journal of Small Business and Enterprise Development, 2011, 18:4, 695-714.
- [5] E. Gonzales, "The Importance of Project Management Competences: A Case Study in Public Administration" , p.12 , 23 , 4 2019
- [6] Young, T.L. "Successful Project Management. Kogan Page Publishers", London, 2013

Appendix

Project Charter

1.0 PROJECT IDENTIFICATION

Name	Launching New Product within Cosmetic Products Line
Description	The organization seeks to launch a new product within the care and cosmetic products line by the end of 2021.
Sponsor	Company XYZ
Project Manager	Eng. Rahaf Alshehri

2.0 PROJECT PURPOSE

New products are the lifeblood of any company without it the firm withers on the vine and either dies or is absorbed by another firm. It is important for continued existence, success, and growth of the company. Therefore, developing a new product will fill the gap in the market by satisfied the customers' needs by providing a product with distinctive specifications.

3.0 PROJECT OBJECTIVES

- Develop eye-catching creative that reflects the brand's values
- Enhance brand equity within targeted markets
- Create a sustainable brand strategy
- Providing a unique product with competitive advantage, high quality and affordable price by the end of 2021
- Increase the market share by 35%
- Improve the product reliability by 20%

4.0 PROJECT SCOPE

launching a new product within cosmetics products line that suits the needs of customers and market with a competitive advantage and delivers the best-in-class performance and quality that meets eco-friendly environments standards and delivered by the end of the current year 2021.

4.0 PROJECT SCOPE

Constraints:

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- ✓ Suitable for normal skin

11.0 APPROVAL

Project Sponsor:

Business Development Head:

Project Manager:

Date: