



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

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(PMG506)

Advanced project Management

Scope, Purpose, and Objective of the project

Scope

This project aims to develop a brand name and implement strategies to ensure its growth. It also outlines the budget that will be allocated to the different activities. The major activities and milestones of the project include research and development, testing the product, training the staff on the new product, and launching the new product.

Purpose and Objective

This project aims to stimulate the growth of the business by driving more sales for the new product. It targets the consumer markets that it could not access before with the other products. This project aims to establish a clearly defined name and brand of the new product to be launched. It also aims at creating awareness for the product within and beyond the company. The project will also create immediate sales and distribution channels for the product.

How the Team is given the project outline

After creating the project outline, I will make a list of the members involved in the project team. I will then assign the activities in the outline to each team member beginning with the leaders than to the members. I will call a meeting of the members based on the assigned tasks. Each task will have a minimum of five members. Once each Team is aware of their roles in the project, I will call a general meeting. At the general meeting, I will lay down the project outline and establish how different teams will work together. I will also identify the shareholders and create a chart that shows who is reporting to whom.

Strategies that will maintain communication between the team members

Effective communication is essential for the success of any project. To achieve this, I will adopt different strategies. First is regularly holding meetings. Meeting regularly keeps the members up to date on the project activities and any changes made. They are also given a chance to share their thoughts, ideas, or concerns (Ronand & Robert, 2019). Timekeeping is essential for such meetings. I would draft an agenda and send it to the members before the meeting. I would ensure the meeting lasts for less than an hour, and if possible, assign a timekeeper. The next strategy is ensuring that everyone is not left during any meetings. To ensure that everyone is included, I would establish a central communication tool where everyone will be informed of an upcoming meeting or changes in the project.

I would also make sure that each person is aware of their roles and responsibilities. I will also provide them with the project outline and keep them updated about the scope of the project. We will also be meeting regularly to

discuss any changes in the task or roles. We will have brainstorming sessions where the members will discuss and agree upon the most suitable communication techniques. The other strategy is promoting honesty and openness within the Team. I will encourage the members always to be honest with each other and find ways of resolving conflicts that may arise.

Tools for monitoring goals, timeframe, or milestones.

I would use the project tracker tool to monitor the goals A project tracker is a tool that allows the manager to monitor the progress of performance of tasks by the members (Ronand & Robert, 2019). It will assist me in monitoring all the tasks and check them against the expected goals. It will also help me keep track of time and ensure that the project is completed within the set time frame. I will use the Gantt chart to monitor milestones. A Gantt chart is a bar chart that provides the view of accomplishing goals over some time. It can also be used to monitor the project timeline.

Project Milestones and Activities

The major activities involved in this project include research and development, testing the new product, training the sales team and customer service department on the new product, and launching the product. Research and development involve researching the new product. This includes gathering information about the potential market and the level of competition. It may also include creating logos, brand names, and social media accounts. Testing involves interviewing the customers to get their thoughts and response towards the new product. The customers might be given samples of the product to use then provide feedback. The other activity involves training the sales team about the new product. They will be made aware of the product's benefits and how to use or handle it. Training the customer representative is also an important activity. The customer service personnel are the first point of contact between the company and the clients. It is therefore critical that they be equipped with the knowledge of the new product. The final activity is launching the product. This is

the final and important part of the project. For this to be successful, the project team should be made aware of the project launch.

Milestones are the major achievements of the project goals or tasks at the end of each period (Ronand & Robert, 2019). The milestones of this project include completion of the research and development phase and getting into the planning phase. Successful creation of a logo, determining the level of competition, creation of brand name and social media accounts indicate the completion of the first phase. The planning phase involves getting the funds and approval from the shareholders. This achievement will enable the project manager to apportion the costs to the various department for the completion of tasks. The other milestone is the completion of the testing phase. After this phase, the product will be ready for launching and introduction to the market. Completion of training of both the sales team and customer sales team is also a major milestone for the project. The final milestone is product launch.

Budget

Key Milestones	Cost(\$)
Research and Development	50,000
Creating Brand Name and Logo	10,000
Planning	15,000
Testing the Product	20,000
Training of Employees	10,000
Launching the Product	30,000
Total	135,000

Dividing tasks and resources among the project team

Dividing tasks among the team members can be challenging. I will first interview the members to determine their strengths and weaknesses. This way, I will distribute the tasks based on their strengths. After assigning roles, I will hold a meeting with the members of a team for them to know each other. I would

confirm with the members if they manage the workload. This is to ensure that they are not overloaded with tasks. I will divide the tasks into small achievable targets are set deadlines. A person who achieves their targets before the deadline will be rewarded. This will not only improve productivity but will also motivate them to work harder. Once the tasks are assigned, the next step is resource allocation. These resources include labor, equipment, materials, facilities, and miscellaneous expenses. The project manager should ensure that the assigned resource is adequate for the task. It should also adequately meet the needs of the members in performing the task. The resources should be reallocated whenever there is a shortage or in the availability of a product necessary for the performance of the task.

How the progress of the project will be monitored

I will use the project outline to monitor the progress. I will hold a meeting with the team members and lay down the targeted goals and their expectations. I will set targets for each member depending on their strengths, weaknesses, skills, and abilities. I understand that members have diverse skills and needs; therefore, I have to set different targets. This would be a good way of monitoring progress. I will also check in regularly with the members to know how they are progressing and any challenges. Also, I will create deadlines .creating deadlines will ease the monitoring process as the members are aware of their work.

How the current projects are maintained.

The project records are maintained through an electronic system. The electronic system also integrates the use of emails as most project documents are sent through emails. The person responsible for keeping the records is the project coordinator. This process could be improved by ensuring that each contract file aligns with the topics of the projects. Also, emails should align with the topics on the contract files.

Current Procedure for Finalizing Projects

The procedure of finalizing projects involves seven steps. The first is ensuring all deliverables are complete and transferring them to the client. The second is involving every member who participated in the project to confirm its completion. The third step is reviewing all the contracts and ensuring that all suppliers and parties to the contract have been paid (Kim, et al,2020). The fourth step is notifying the members that they are free and can continue working on other projects, The suppliers and contractors are also released from the project. Fifth is reviewing the project by identifying the challenges faced by the extent of success and its failure. The final step is archiving all the documents used in the company's records for future reference.

My Procedure of Finalizing a Project and Evaluating Success of the Project

I would begin by confirming that all the deliveries have been completed. This includes doing a follow-up with the client to ensure they have received the product and are satisfied. I would then hold a meeting with team members to congratulate them on the good work and share ideas for future projects. I would release them and inform them that they can work on other projects. Finally, I would ensure proper documentation of the files. To evaluate the project's success, I will compare the achieved results with the scope and the objective of the project. I would also determine whether the goals were achieved within the set budget. Additionally, I will follow-up with the customers to determine whether they are happy and satisfied with the products.

Legislation that May Affect the project.

Legislations that may affect this project are the workplace health and safety regulations. Since our product is mainly tailored for ladies, a large percentage of our employees are women. We may be affected by the anti-discrimination law that forbids discrimination against sex when recruiting employees.

References

- Englund, R., & Graham, R. J. (2019). *Creating an Environment for Successful Projects*. Oakland: Berrett-Koehler Publishers, Incorporated.
- Kim, C., Fallov, J. A., Groom, S., & World Bank, (2020). *Public investment management reference guide*.