



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	Hanan obaidallah aljohani	اسم الطالب
Students I.D	202120941	الرقم الجامعي

Section	Course	Code	Date
		Thursday	
		Master	18 / 03 / 2021.
(PMG506)			

Advanced project Management

Instructions:

- آخر موعد للتسليم هو يوم الخميس 2021-05-820 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 Appendices يتم إضافتها)
- . وان كان هناك ملحقات 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. Amaal Aburumman~~ Eng. Dr. Akram M. S. Ali

Project:

You are required to document your role in administering a project. The project may be set in a business, social, sporting, or family environment but must be of a significant size and scale. If you do not have an actual project to write about you may complete the project hypothetically. **This report will be between three to six pages in length**. This is a significant research project.

Your report must address ~~each~~ **ONE** of the following issues:

1. Identify and describe the purpose, scope, and objectives of the project. **Display this information using an appropriate tool.**
2. Describe how the team is given an outline of the project.
3. Describe the strategies that are going to be set up to maintain communication with the team members.
4. Describe the tools that are going to be used to monitor the goals, time frames or milestones.
5. Identify project milestones and activities. **Display this information using an appropriate tool.**
6. Create a budget and link the costs to the key milestones for a project.
7. Describe how you are going to divide tasks and resources amongst a project team. **Display this information using an appropriate tool.**
8. Briefly describe how the progress will be monitored.
9. How are current project records maintained? Who has responsibility for this? provide some recommendations on how this process could be improved.
10. Describe the current procedure for finalizing projects. Create your own procedure and identify how you will evaluate the success of the project.
11. Legislation that may affect the project including health and safety, and anti-discrimination legislation.

Best of luck...

المشروع:

مطلوب منك توثيق دورك في إدارة مشروع. قد يتم تعيين المشروع في بيئة تجارية أو اجتماعية أو رياضية أو عائلية ولكن يجب أن يكون بحجم مناسب. إذا لم يكن لديك مشروع فعلي لتكتب عنه ، فيمكنك إكمال المشروع افتراضياً. سيكون هذا التقرير من ثلاث إلى ست صفحات.

يجب أن يعالج تقريرك كل من **أحد** القضايا التالية:

1. تحديد ووصف الغرض والنطاق والأهداف من المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
2. صف كيف يتم إعطاء الفريق مخططاً تفصيلياً للمشروع.
3. وصف الاستراتيجيات التي سيتم وضعها للحفاظ على التواصل مع أعضاء الفريق.
4. صف الأدوات التي سيتم استخدامها لرصد الأهداف أو الأطر الزمنية أو المعالم.
5. تحديد معالم المشروع والأنشطة. اعرض هذه المعلومات باستخدام أداة مناسبة.
6. إنشاء موازنة وربط التكاليف بالمعالم الرئيسية للمشروع.
7. صف كيف ستقوم بتقسيم المهام والموارد بين فريق المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
8. صف بإيجاز كيف سيتم رصد التقدم.
9. كيف يتم الاحتفاظ بسجلات المشروع الحالية؟ من المسؤول عن هذا؟ تقديم بعض التوصيات حول كيفية تحسين هذه العملية.
10. وصف الإجراء الحالي لإنهاء المشاريع. قم بإنشاء الإجراء الخاص بك وحدد كيفية تقييم نجاح المشروع.
11. التشريعات التي قد تؤثر على المشروع بما في ذلك الصحة والسلامة ، وتشريعات مكافحة التمييز.

a

مع تمنياتي بالتوفيق..

Introduction:

Many people think about their business dream to make lots of money. This is fair enough nowadays. Establishing a small coffee shop is not an easy project but if you set your goals and have a business plan, you will find the key for successful. This project aimed to determine the feasibility of establishing the Coffee Shop in a small Town like Yanbu city in the kingdom of Saudi Arabia. In terms of marketing, management, technical, financial, and the socio-economic aspects.

Coffee is the most popular drink in the world, with more than 500 billion cups in a year. You can get coffee anywhere you go. Coffee shops can become profitable businesses that are relatively easy to operate. Today the coffee shops become a popular place for bossiness meeting and some social activities. People love to meet for coffee at any time of the day and some of these coffee shops serve quick lunches and health snacks for the afternoon.

Project object:

To open (a one cup of coffee) coffee shop within a four month at accost not exceed \$
100.000

Deliverables.

- A coffee shop with a seating capacity of 35 people and with an area of 1000sft.
- All electrical and air-conditioning work completed. This includes having power backup of 60 minutes.
- Equipment includes coffee makers, fridge, freezer, mixers and jukebox.
- Furniture includes chairs and tables for 35 people, a counter with a cabinet and shelves to store inventory.
- Menu card, menu board, posters for the(one cup of coffee) coffee shop.

RESEARCH THE COFFEE BUSINESS

First of all when I start thinking of establishing a coffee shop I spent a lot of time to understand what it to run a successful coffee shop. I visited a lot of café to get an idea how I want my business be different and unique. Also knowing your customer's type and culture will assist you in planning and creating a menu price. Moreover, I need to get familiar with a profit and loss report. According to the most recent ATO industry benchmarks, the average Net Profit for a Cafe in Australia is around 10% of sales.

strategic management is another promising theoretical perspective that helps us understand the importance of menu and its associated managerial activities with reference to competitiveness of cafe. Indeed, creating and sustaining a competitive advantage is the main focus of strategic management discipline. More specifically, strategic management principally investigates the phenomenon of sustainable competitive advantage as a source of performance differences among business firms (Nerur et al., 2008).

Here is a simplified version.

PROFIT & LOSS MONTHLY	TOTAL	% OF SALES
SALES	\$70,202	36%
COST OF GOODS SOLD	\$24,938	36%
GROSS PROFIT	\$45,264	64%
RENT	\$8,082	12%

WAGES (INCL.SUPER)	17.990	26%
OTHER EXPENSES	\$4,505	6%
NET PROFIT	\$14,686	21%

1-DEVINE YOUR VISION.

Know I have a plan and a mental image of my café. I started collecting photos and design ideas to inspire me. Having your vision clearly defined will help you be consistent when it comes to choosing a name, deciding on the decor, planning the food, choosing the coffee, picking the cups and defining the way to interact the customers.

2-CREAT A DETAIL BUSSINES PLAN

Writing a business plan helps you to understand the local market. Also will guide you through each stage of managing your coffee shop.

Your business plan should include:

- A summary: What this business stands for, and how it's going to stand out.
- A local market analysis: Who are your regular customers? Who are your competitors?
- Your team: What are you going to do yourself, what team are you hiring to do the rest.
- A marketing plan: What is your point of difference? How are you going to communicate this?
- How much cash you need to get started and where it's coming from.
- Financial projections: Projected Profit & Loss, Cash Flow.
- A location and lease strategy.

3. CHOOSE A LOCATION

Choosing good cafe location can be some time challenging. However; you have to consider some factors that are very important when you choosing project location. For

example, Is the location visible enough? Is there enough foot traffic around to sustain your café?. In addition, you have to remember you will spend most of your time in this location.

4. FIND THE BEST SUPPLIERS

Finding a good supplier is a key for business successful. Start by making a list of products you need. Then search for a good supplier.

5. DESIGN YOUR CAFÉ AND GIVE IT CHARACTER

The design of your café depends on the tastes of the customers. Is it modern? sophisticated? Family? Friendly? When you understand the tastes of your customers you will design your café easily. Consider storefront design, signage, furniture and lighting. Evaluate the efficiency of the layout from both an employee and a customer perspective.

6. CREATE A MENU TO COMPLEMENT YOUR CAFÉ

Express your vision and them in the menu. Everything needs to be considered, from food options, to design, color and fonts, to engaging descriptions, images and pricing. Focus in every details of the menu and it should to be profitable.

7. HIRE THE RIGHT PEOPLE

Most of the people looking for an experience employee which are understandable. From my point of view and my experience training course can be very useful with non-experience employees and skills can be learn easily.

8. OPENING YOUR CAFÉ

Opening your café day is a big, great and incredible a achievement. Opening day is a chance to show your hard work after long journey of planning, preparation and hiring the best staff. To hold a successful grand opening, start planning early. Make sure you have enough staff for the event and check for any other local events that might clash with yours.

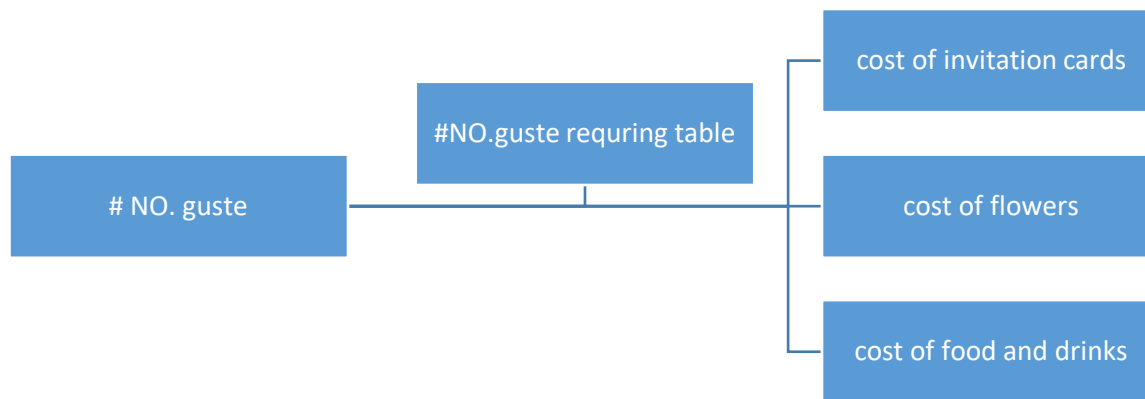
Literature Review

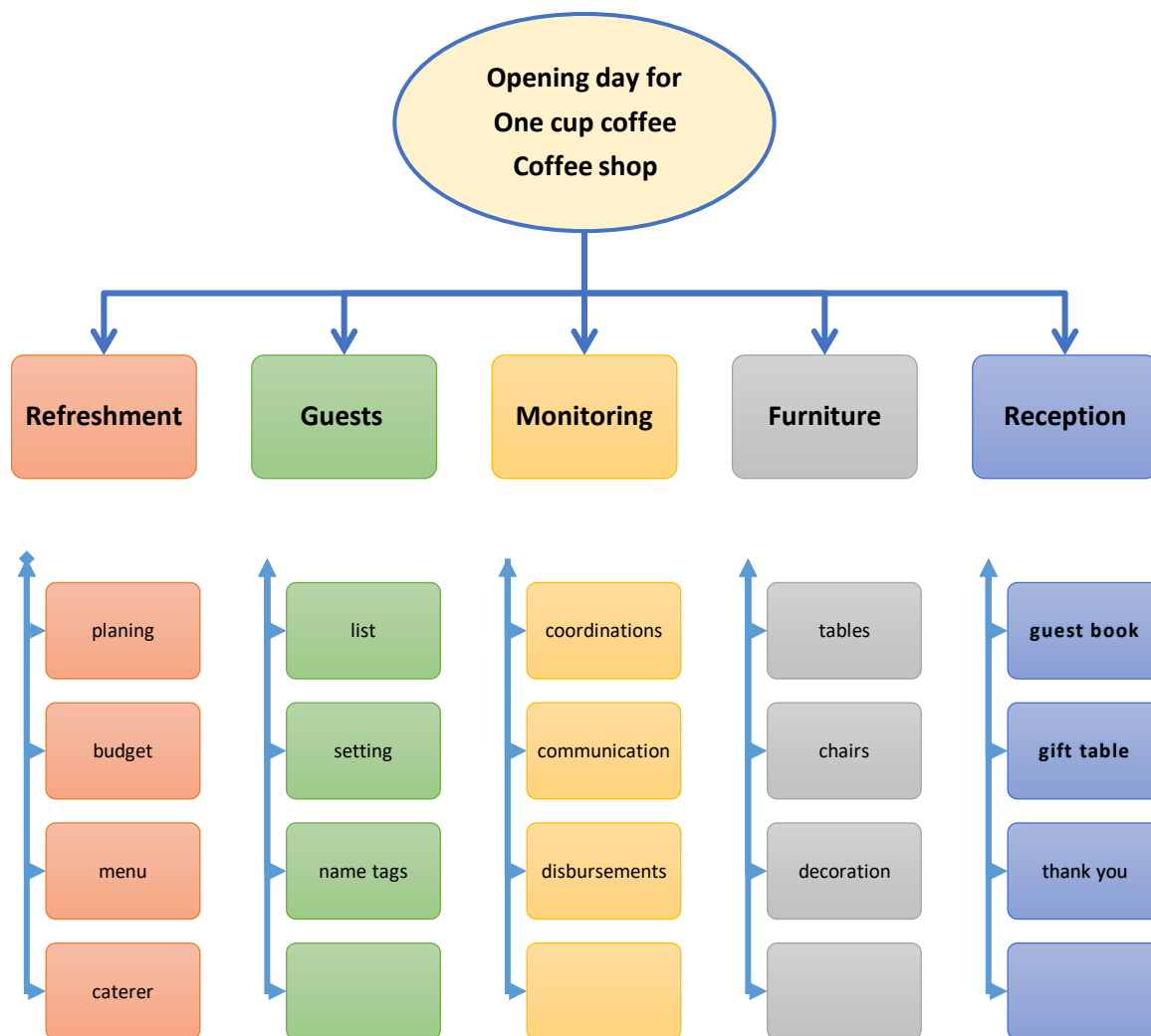
Independent coffee shop owners aspire to build brand image, establish customer loyalty, and provide the ambiance found in the larger coffee shop chains (Gibbons, 2011). Small business owners operating in 12 of the 38 counties experiences less than 65% survival rates (State of Washington Department of Community, Trade, and Economic Development, 2007).

Independent coffee shop owners should track sales and develop processes to control and predict cash flow. Coffee shop owners must monitor activities carefully and avoid losses because if the business owner is out of cash, the business owner is out of business (Yang, Park, & Hwang, 2014). To mitigate the prediction deficits, Ebaid (2011) provided evidence of the comparative abilities of the current period's cash flow and earnings to predict one year-ahead cash flow from operations. Ebaid reviewed the cash flow prediction models examining the predictive abilities of earnings and cash flows for future cash flows (Ebaid, 2011). Ebaid created cash-flow predictors to solve the cash flow prediction problem (Ebaid, 2011).

Methodology

My decision to establish a small coffee shop influenced by cultural, social, personal, and psychological factors. The study aimed to planning for a new coffee shop based on customer satisfaction. The method which I used bottom up method.





Reverences

Ebaid, I. E. (2011). Accruals and the prediction of future cash flows: Empirical evidence from an emerging market. *Management Research Review*, 34, 838-853.
doi:10.1108/014091711111146715

Nerur, S.P., Rasheed, A.A., Natarajan, V., 2008. The intellectual structure of strategic management filed: an author co-citation analysis. *Strat. Manag. J.*29, 319–336.

Gibbons, P. (2011). Notes from the field: Transforming the Starbucks experience. *Journal of Enterprise Transformation*, 1(1), 7-13. doi:10.1080/19488289.2010.550797.

Yang, K. L., Park, S. Y., & Hwang, I. Y. (2014). A comparative analysis of customer choice and satisfaction factors among three types of coffee shops. *Journal of Distribution Science* 12(2), 47-59. doi:10.13106/jds.2014.vol12.no2.49