



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:

- آخر موعد للتسليم هو يوم الخميس 2021-05-08 8:20 في تمام الساعة 9 مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الإنجليزية.
- 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**

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 **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.

مع تمنياتي بالتوفيق..

Coffee shop (coffee mug)

Introduction

There has been a change from just enjoying the coffee, to gathering at a coffee house and even communicating with new people at the same place. This article aims to study customer preference, towards the use of a coffee house and every individual's view of the visit. The aim is also to discover why a certain coffee house is visiting a special number of times, and for what purpose. These days, some people prefer to make their meetings and discussions in coffee houses, as they can enjoy the right atmosphere, along with the wireless internet, that may be important factors for the same.

About us

I have a coffee shop named The Coffee Mug. I established in 2016 with three old friends from Saudi Arabia. The café is located in Al-Hamra Mall, Riyadh, Saudi Arabia, and you'll find a cozy laid back atmosphere with mellow music that sets the mood, which all together attracts families as well as busy business people and senior citizens. The cafe itself has 45 seats and almost every day from 2 pm it is fully engaged. Outside, we have tables and chairs and despite the unpredictable Saudi weather, you can always find people enjoying their coffee watching people passing by. On the last Friday every month, you can enjoy live music at The Coffee Mug from 8:00 pm. And of course, we have free WiFi.

Mission statement:

To produce a friendly, relaxed atmosphere where the client can get quality food, service, and entertainment at a reasonable price.

Purpose of the project

This report is designed to outline the start-up of the project known as Coffee shop. The project plan has a two-fold mission. One is to earn money. The other is to help determine who, what, where, when, and how for the business so that the business will have a definite plan and services map.

Project GOALS

The goals of the business are to produce a large income and to form a business and working environment where both the client and worker are treated with dignity and respect.

The specific goals of the business are:

Profit - personal income above 50,000 riyals per year within three years

Customers - form a base customer of persons who live and work in the area. These persons will like a comfortable atmosphere where they can "hang out"

Workers - Skilled employees who are active and loyal.

The Competition:

While there currently are two other coffee shops within the same mall, neither offer patio seating nor substantial parking. One does not offer free WiFi. I offered these services for free to my guests.

Marketing strategy:

The coffee mug marketing strategy is to provide the young with top-quality products, excellent service, and lots of seating indoors and out. We try to be the place to gather with friends, rest and enjoy a great cup of coffee. Free WiFi enables learners and business people to readily communicate and work on school or business actions.

Pricing Strategy:

We focus on specialty coffees such as espresso, cappuccinos, mochas, etc. as the profit margins are much higher than normal coffee. To command a higher price for normal coffee, we do not use drip machines. Instead, every cup will be single served using a coffee press so that every cup is up-to-the-minute hot and delicious.

Our pricing is competitive in the market. We think that customers are happy to pay reasonable prices for a great cup of coffee.

Review of literature:

Coffee Houses In her study, (Waxman, 2006) studied the different social and physical elements, that influence the place love of a customer with a coffee shop. The study that was done by her was qualitative and was based on a specific level of basic observation. The central five elements that were taken into consideration were, appealing smell, cleanliness, light, comfort, and the view to the front. There were also statements of social and cultural differences that were used to analyze this study. The feel of the area was also considered. Many questions were asked regarding people and their activities in the study (Oldenburg, 1989). The researcher states that place love comes from many factors, which could be emotional, social, and temporal experiences as well. For example, coffee shops serve a kind of food that suits their religion and culture that would become one of the regulars for a person with limitations on food, due to these factors. The study assumed that whatever the place may be, each social factor has an impact on the love of a person to the place.

There was a study on the transformation of coffee houses by (Dilks & Woldoff, 2013) from what it was, after in 1989, to what it had become then. Analyzing the times of (Oldenburg, 1989) where the third-place concept was defined variously. The study was comparing the use of coffee houses as private and public working places, to explaining the variation in over one century. The authors have stated that the first change that they have noticed is a change from using coffee houses as an area for socialization, to a place that used to be more fruitful and carry out work. The methods used in this study were purposive sampling and introductory observations. Only those coffee houses that would serve tea or coffee would fit for the study. The coffee houses that were being used to convey the study were divided into three classes, namely social spaces, non-social spaces, and multifunctional spaces. The study was done around Boston's coffee houses, which increased their popularity only after World War. They also recognized during their search, that the Starbucks of Central Square in Boston, what the one that suited Oldenburg's description of the celebration of society.

The gap that this study tries to modify, is also to cover small businesses, which are seldom seen in other researches, due to the extensive research on large businesses. The critics suggest that for future researches, a great number of coffee shops must be held, along with a large number of cities. They also recommend that a large sample would be able to produce better results to analyze the sociability and freedom of the restaurants. Coffee has been the focal feature of our lives in some structure since the fifteenth century, said and cited (Looijen, 2012). When you think coffee, many things probably come to your mind. We go through it to wake us, to give us a start of energy, or because we like the taste. A great many people have an example for starting their day. Individuals enjoy some. Studies about globalization on the coffee shops all over the world were done by (Pelupessy, 2007). The goal of the article is defined as the trial to understand and control the coffee market figures of the world. This would be effective, not only for the researchers but also for future studies to help in the expansion of that industry.

Research methodology:

There was a result of 350 respondents in the sample size. The sampling method is purposive and judgmental.

Data collection:

The data was gathered by giving a questionnaire amongst those that would fall under the classification of corporate or learners. The questionnaire was based on a former study by (Waxman, 2006).

Statistical tools used for analysis:

Within the software, SPSS, version 25, different tools were used to conduct the analysis, namely.

- Cronbach's Coefficient Alpha for reliability
- Descriptive statistics
- One - way ANOVA
- One-Sample T-Test
- Regression

Aim of the research:

Since the selection of a coffee house visitation is mainly influenced by many elements, it is important to study and learn these elements to be able to make a coffee house successful. This study aims to demonstrate that customer preference is essentially related to the physical social evolution of coffee houses

Elements

Music is described as the vocal sounds being played in the coffee houses.

Furniture creates the ergonomic part of a coffee house.

Furniture consists of tables, chairs, sofas, and other comfort-providing tools.

Lighting Customers may be affected positively or negatively, by the excessive or lesser quantities of light at once.

Taste is one of the reasons people might want to visit a coffee house, or even not go to it at the same time. Taste is the mixture of flavors that the coffee house can offer that makes the coffee.

Brand choice is one of the indicators of brand loyalty that a customer presents. It means that the customer chooses to come back to a special coffee house every time he goes to drink coffee.

Variety is the number of dishes or drinks that are offered to a customer.

Results

Reliability test

The reliability test that was conducted was the Cronbach's Coefficients Alpha, which reveals a figure of 70.5% reliability, with 23 items questioned on

The study tries to be able to recognize the influence of the various elements on consumer choice, namely music, furniture, lighting, taste preference, brand preference, and variety.

Upon study the regression model, of the many independent variables influencing the dependant variables, we know that furniture and brand preference influences consumer preference. This study was conducted on a whole of 350 respondents. it gives a positive influence between furniture and consumer preference. The rates are 0.042 and 0.000, this shows that the null hypothesis can be refused and this also proves that the model is

fit. The most number of people who answered the questionnaire are affected by the factors that are being tested in this study. The elements suggest a significant difference in the coffee house preference of the different customers.

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