



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Advanced project Management

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة 9 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 بنموذج 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 تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Akram Ali**

Build a Small Perfume Manufacture Project

1.1 Introduction

Building a small perfume workshop has been widely spread around the world as the utilities are facilitated. However, the wide spread of fragrance let us thinking what kind of fragrance are trying to build. As the Arabian scent are now developed to even worldwide, it will be beneficial that building a small workshop will enhance my business in the beginning of producing fragrances. Moreover, decision to extend the small perfume workshop to manufacture also cosmetics, would be more beneficial in business. During this report, we will define the objectives of this project according **SMART** theory, and what is the purpose and the **Scope of work (SOW)**.

However, Perfumes Manufacturing require Present Market Position and Expected Future Demand, Technology, Manufacturing Process, Investment Opportunity, Plant Economics and Project Financials.

As I am a **sponsor** inside my facilitation, I will cover in this report only the project of building a small workshop to manufacture the fragrances in area of **Identifying and describing the purpose, scope, and objectives of the project. And will display this information using an appropriate tool.**

2.1 Literature Reviews

According to PMI, in 2006, it published **Developing a complete project scope statement in 2 days**, if we need to make a scope of the any project, it should follow the steps down:

- 1- Business and Project Objectives (Objectives define the targeted changes in the organization the project is expected to achieve). Objectives must be aware by all project stakeholders. so, the best practice to achieve that is that objectives should be **SMART**:
 - **Specific** – the objective must clearly be stated
 - **Measurable** – the objectives of the project should be met according to the metrics.
 - **Attainable** – the objectives are realistic and applicable
 - **Relevant** – the objective should meet the organization's strategic plan and support the project charter.
 - **Time-based** – a specific date to achieve the project should be stated.
- 2- Context Diagram Reflecting Business Processes Impacted and External Entities (Interfaces).
The Context Diagram is a high-level picture depicting the boundaries of the project.

- 3- Business Process describes actions or capabilities that will be affected by the project, either changes to existing processes or creation of new processes.
- 4- Project Constraints: a project constraint is any physical, legal, or policy issue limiting the options of the project team or constraining the solution produced by the project
- 5- Project Assumptions Project Assumption represents a decision the project team believes is valid, but may not be valid, and for which they have little control over
- 6- Critical Success Factors
- 7- Proposed Product / Service Statement

2.2 SWOT Analysis

A SWOT Analysis is an assessment tool to help organizations develop a full awareness of all the factors involved in making a business decision, which is documented before developing project requirements and solutions. The SWOT Analysis consists of four (4) components:

Internal to the Organization	External to the Organization
Strengths: characteristics of the current environment to be retained in the new solution	Opportunities: elements existing outside the company which should be considered for adoption into the new solution
Weaknesses: characteristics to eliminate or minimize the impacts of as part of the new solution.	Threats: influences outside the company which might cause a loss of market share, competitive edge, or effect the ability to achieve the project objectives.

Table 2.1: SWO Analysis

Each factor should be brainstormed, then each item is reviewed to achieve clarity.

3.1 Methodology

3.1.1 Purpose of the project

To build a small workshop that produce fragrances with Arabian scent. As the Arabian scent has widely spread around the world, it will be good opportunity to start a small business in this type of field. Also, this small business, will clarify the vision if worth to continue in this type of Arabian scent or should be changing accordingly to manufacture the international brands. Moreover, after one year from building the project and make the workshop running, we will study the case to also extend the workshop to manufacture the cosmetics for hair, face, body, and nails care.

3.1.2 Objectives

We will use SMART tool to reflect the objectives of Business and the Project.

1- Business Objectives

To build a brand of Arabian scents and gain at least SAR 500,000 annually.

2- Project Objectives.

- To build a workshop that is capable to manufacture a Arabian scent within 6 months.
- To be a brand locally during 3 years
- The capacity of small workshop while initiating 6 type of scent.
- After one year, we will study to extend the small shop so that we can move forward and manufacture Cosmetics (for hair, nails, body and face care).
- To build a website to sell online

3.1.2 Project Scope

The deliverables below are the requirements for whole project lifecycle.

- 1- Choose the right place to build the fragrance workshop.
- 2- Choose the contractor to build the fragrance workshop within 6 months.
- 3- Specify the types of scents that we will manufacture which are 6 types of fragrance with Arabian scent
- 4- Make a contract with vendor to build the bottles needed for the selected type of fragrances
- 5- Make a contract with vendor to buy the heart of scent for each type of fragrances.
- 6- Choose the best kind of fragrance oils, in cost and avoid these which may cause allergy for the people.
- 7- We will exclude in the beginning to sale international, instead we will sale locally for at least 3 years
- 8- Choose a vendor to build a website to sell online
- 9- Choose the company that will serve as logistics company
- 10- Register this website in MAROUF, a government tracking for official selling online
- 11- Measure the quality of the workshop machines and material used in manufacturing the fragrances

3.2 Human Resources Requiems (Project Team)

- 1- Hire one supervisor during building workshop, machines and materials
- 2- Hire one accountant person for cost issues
- 3- After completion of the workshop, we will hire workers to prepare the fragrances and supervise the machines
- 4- Hire people to prepare the orders online
- 5- Hire the skilled persons for customer services and lesson to voice of them
- 6- Hire one person to advertise the brand in social media

4.1 Results and Discussions

Now, as we have details on the purpose, Objectives and Scope of the project, let's compare them on SMART and SWOT Tools and reflect the results on our perfume workshop project

Specific	To build a small workshop that produce fragrances with 6 types of Arabian scents
Measurable	Building small shop during 6 months, to manufacture Arabian scent, with International standards of perfumes ingredients.
Attainable	Starting with small shop, it will a chance to attainable
Relevant	To build a business in perfumes, and extend that after success locally.
Time based	a small shop built during 6 months, operating 3 years, then extend the shop to cover international sales

Table 4.1.1: SMART Tool

Strengths	To build a brand in Arabian scent
Weaknesses	Competitors are available long time before.
Opportunity	Growth of Arabian scents perfumes are still demanded in the market.
Threats	Loss of brand as competitors are available long enough

Table 4.1.2: SWOT Analysis

5.1 References

- Burek, P. (2006). Developing a complete project scope statement in 2 days. Paper presented at PMI® Global Congress 2006—NorthAmerica, Seattle, WA. Newtown Square, PA: Project Management Institute.