



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project(Spring 2021)

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Section	Date	Course
Code	Thursday	

Master

18 / 03 / 2021.

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 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 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. 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** احد 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..

Instructor's Name:

Eng. Dr. Akram M. S. Ali

Adding new products to the company and methods of strategies used to maintain communication with team members.

INTRODUCTION:

We will talk about the company that we will talk about, which is Binzagr Company, one of the largest consumer trading companies in the Kingdom of Saudi Arabia since 1881, more than 130 years of continuous service.

First, what is communication? "Transferring information and understanding from one person to another." Effective communication creates a bridge between different stakeholders who have different cultural and organizational backgrounds, levels of experience, and different points of view as well, all of this helps in influencing project implementation and outcomes.

Plan Communications Management:" The process of developing an appropriate approach and plan for project communications based on the needs and requirements of stakeholder information and available organizational assets."

What we will discuss and our topic is to add a new products and how to use strategies to communicate with team members. The communication process comes in the planning process, which is the second stage followed in the project life cycle, which is an important stage because good communication leads to creativity in results and makes them good.

LITERATURE REVIEW:

Defining a communication plan helps to ensure that information is systematically shared, and nine key aspects have been put into consideration, which are:

(1.) Identify your objectives,(2.) Choose your target audiences,(3.) Design your key messages, (4.) Select your communication methods,(5.) Plan for two-way communication, (6.) Establish your time frame, (7.) Draft a budget, (8.) Implement the plan and (9.) Monitor the results and look for ways to improve. Under each of these steps are questions that help employees determine the best approach to the program.

Step 1: Identify your objectives:

Stating your goals is important in order to keep the communication plan focused and for employees to understand why communication is important, share it with them for the success of the program. Among the questions that help define your goals: (a) What is your goal? (B) In which region do you want your letter to be received?. When you share your goals in communicating with others, you show appreciation and respect. This helps the program succeed and helps build trust, know and manage expectations, and encourage participation and cooperation.

Step 2: Choose your target audiences:

There is no homogeneous society. There are males and females and young and old and very rich and poor, and you may need to use different communication methods to reach a different class. Choose whoever you want. (A) People in the community may be influenced by activities (b) They may have an influence on activities. Define the group to target with a community-wide communication plan.

Step 3: Design your key messages:

When defining your key messages, you will be able to summarize your key information to achieve your goal. (1) What are the main messages that you want to reach to the audience?

(2) Ask yourself?

(A) What will people provide to employees while laying out samples?

(B) For the product to be successful, what would you want people to understand?

(C) Put yourself in their shoes What do you want to know about the product?

Step 4: Select your communication methods:

Define goals and audiences for appropriate communication style. Taking into consideration: (a) What is the method used to convey the message to the public? (B) How does the method work? (C) Are the methods chosen dangerous for workers and community members? Written options and oral options:

Written options:

- Agreements between the program and each program participant
- Short message service (SMS) messaging
- Newspapers
- Leaflets and flyers
- Notice boards and posters
- Distribution (or program participant) cards
- Social media methods using the internet.

Oral options:

- Community committees
- Radio
- Theater
- Hotlines or help desks
- Models and demonstrations
- Megaphones
- Community meetings
- Door-to-door community mobilizers.

Step 5: Plan for two-way communication:

Two-way communication allows organizations to gather ideas and suggestions from the target community and foster dialogue. The people most likely to receive feedback are field staff.

Step 6: Establish your time frame:

Communication is important throughout the program. We must inform employees of major developments in order to get the most out of the program. Activities that require information sharing before or during implementation:

- Starting new activities at the community level,
- Conducting satisfaction reviews and evaluations.

You might also consider the following activities:

- Hold a community meeting every month to provide a forum for ongoing dialogue,
- Share findings after the midterm evaluation and satisfaction surveys.

Step 7: Draft a budget:

It should be more strategic as far as the time to invest, through expensive communications like the media, there are cheaper and inexpensive methods like making posters, samples etc.

Step 8: Implement the plan:

In order to come up with our communication plan, we need a variety of activities. Activities can be continuous, cyclical, or even just one time.

Step 9: Monitor the results and look for ways to improve:

You should review the communication plan during and after implementation. Try to improve your calling plan. Ask yourself how people responded? Did they receive your message clearly?

You and your team decide when and how to review the plan before you start implementing it.

METHODOLOGY:

We touched here in the process of the communication plan to develop nine steps, and to apply them in adding new products we have in the company. Goals will be set, the audience will choose what is explained in the drawing, the subject of the main message and its clarification in a table, and the methods of communication are indicated, the communication plan is indicated in the drawing, the frame is defined. The timeline, formulating the budget in a schedule, implementing the plan by tabular diagram, and finally monitoring the results of the research and ways to improve it.

RESULTS AND DISCUSSION:

Adding new products Let's assume (A) natural juice. (B) Clothes detergent. (C) Shampoo.

Step 1: Identify your objectives: My goal is to reach these products and know them with consumers and prove their quality in the shortest period of time, and let's say two years, and they will be covered all over the Kingdom. Step 2: Choose your target audiences: suppose that natural raspberry juice is targeted to all races who are not

hypersensitive to natural berries. As for the laundry detergent, it is targeted at housewives, laundries, and single people. As for the shampoo intended for men only, it protects against hair loss and dandruff,(Appendices-1). Step 3: Design your key messages: The main message is that the products are safe to use, comply with international standards, are stronger than some competing products, with cheaper prices and the country of origin in Europe. When preparing samples, employees will give gifts to users as a kind of marketing, for example when shampooing hair, we will give a body brush gift, and we will give them berry juice cups with company logo and so on. For the product to be successful, consumers must understand that the company's products are highly efficient and safe to use. Step 4: Select your communication methods: communication methods include what is written and there is what is verbal, but the best way for our products is to write, such as social media using the Internet, billboards on the streets, or advertisement by broadcasting. Step 5: Plan for two-way communication:Two-way communication allows organizations to gather ideas and suggestions from the target community and foster dialogue. The people most likely to receive feedback are field staff,(A basic feedback cycle, Appendices-2). Step 6: Establish your time frame: We review and evaluate customer satisfaction with new products, for example through the website or brochures distribution from one (dissatisfied) to five (fully satisfied). At the end of each month we hold a meeting with employees who are in contact with customers and get their opinions about the products and during half of the period that we put in the plan and estimate it for one year, we share the results and an opinion poll. Step 7: Draft a budget: We will put some examples and calculate their cost, such as the tables used to place and number of samples, printing cards for employees, printing T-shirts with the company logo, printing flyers, posters and samples of gifts that we may use. ,(Appendices-3). Step 8: Implement the plan: In order to come up with our communication plan, we need a variety of activities. Activities can be continuous, cyclical, or even just one time, (Appendices-4). Step 9: Monitor the results and look for ways to improve: This is the last step to reviewing your communication plan and trying to improve it.

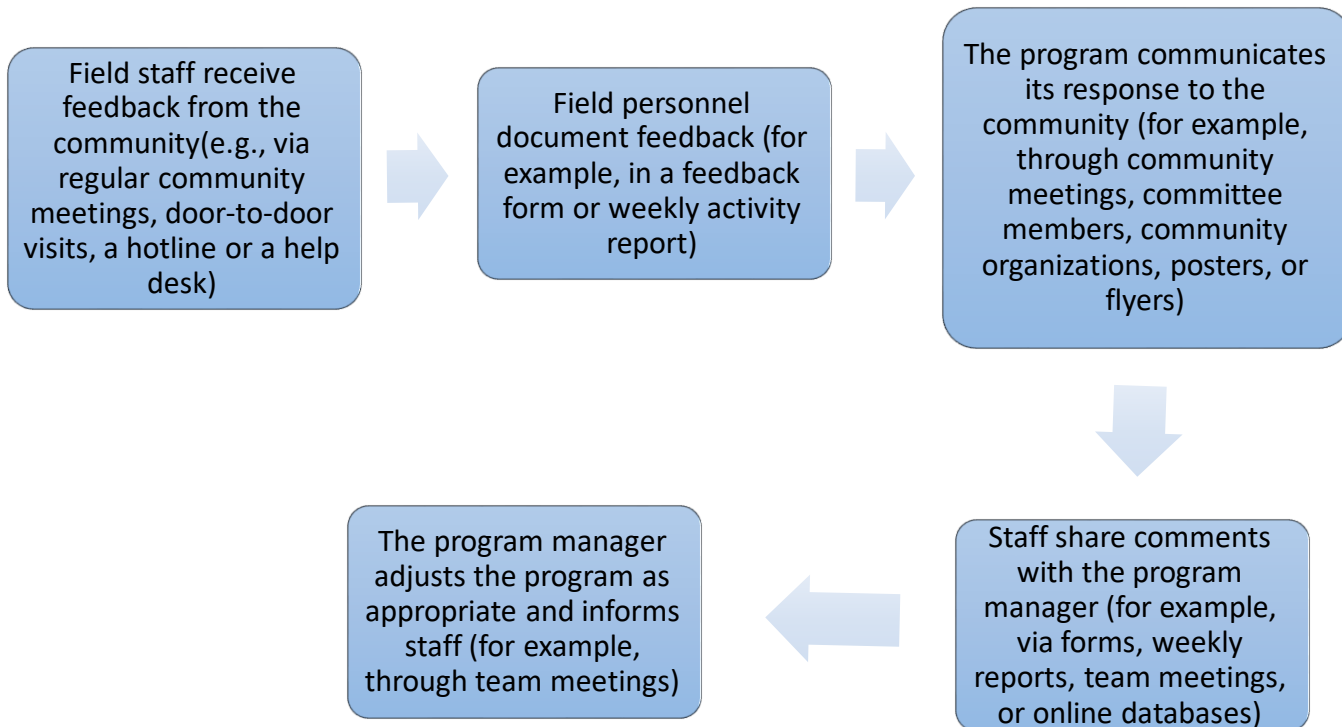
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- PMP: Project Management Professional Exam Study Guide, 9th Edition - Kim Heldman-2018.
- Catherine Chazaly, *Beneficiary Communications Evaluation: Haiti Earthquake Operation 2011* (Geneva: International Federation of Red Cross and Red Crescent Societies, 2011).
- Project Management in New Product Development- by Bruce T. Barkley- Copyright © 2008 by The McGraw-Hill Companies.
- Binzagr Company official website (<https://www.binzagr.com.sa/ar.html>).

Appendices:

Products:	Target audiences:
Natural Blueberry Juice.	targets all races unaffected by natural berries.
Laundry Detergent.	aimed at housewives, laundries, and singles.
Shampoo.	for men only, it prevents hair loss and dandruff.

(Appendices-1).



(Appendices-2).

Item	Cost per unit	Number of units	Total cost
Tables used to place and number of samples	150 SR	10	1500 SR
printing cards for employees	60 SR	20	1200 SR
printing T-shirts with the company logo	45 SR	20	900 SR
Printing flyers	,50 SR	1000	500 SR
Posters and samples of gifts	5 SR	500	2500 SR

Total	6600 SR
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(Appendices-3)

Activity	Lead	Time frame										
		1	2	3	4	5	6	7	8	9	10	11
Develop a communication plan, with community's input about preferred communication methods.	Program manager	✓										
Develop a poster to summarize the program.	Program officer	✓										
Develop a program participant agreement (PPA).	Program manager	✓										

(Appendices-4).