



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

Student Name	رياض عبدالهادي القحطاني	اسم الطالب
Students I.D	2021203226	الرقم الجامعي

Section

Master

Date

Thursday

18 / 03 / 2021.

Course Code

(PMG506)

Advanced project Management

Instructions:

- آخر موعد للتسليم هو يوم الخميس 2021-05-20 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. وإن 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 line spacing 1.5
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: Eng. Amaal Aburumman

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 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. سيتمكنون هذا التقرير من ثلاث إلى ست صفحات .

يجب أن يعالج تقريرك كل من 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 ميزانية 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..

This research is related to discussion on different aspects of strategic business project. Pipedream.com Inc is a first and foremost internet sports entertainment network. It caters for provision of the programming of sports goods in addition to provision of the :clothing and equipment. The following aspects are discussed as under

Purpose, scope and objectives of project

This company provides for different unique and important features and characteristics such as sale of merchandise goods over the internet. Pipedream.com Inc is a business unit for providing recreation and entertainment to create sales leads and market shares .extensively. It is a medium sized company with plans to expand in the near future

The purpose of the project is to provide for a product portfolio for providing the novel and entertaining products, services, events and adventures required for programming of the sports. The shopping experience offered by this product is extremely very interactive. This channel will refer to a global audience of people having like-minded interests for sports and athletics at large. These efforts have in collaboration aimed to achieve a synergistic global attitude towards building a community of sports .entertainment (Pipedream.com,2020)

Another salient purpose of this project is to build a brand on internet or in other words internet network that will be recognized by sports, clothing, fixtures and equipment related accessories for being a leader in the promotion, marketing and sales of the products and services. The online retail marketplace is aimed to be built steadily over the target of selling merchandise products and services. The other major services offered of this business project comprise content/programming, enabling the users to access innovative and interactive programming and editorial based services. Community services enabling the users to interact effectively in the chat rooms, emails and other message related services. Personalization of the user experience for availing the loyalty programs and repeating the usage of the products and services is also offered. Shopping being another notable service offered is also required to be used for employing the most latest and innovative technologies for interactive browsing. Buying .and referring new deals and clients is another major service offered

Ways of giving team an outline of the project

The team is given an outline of the project Pipedream. Inc by giving key benchmark standards of novelty, innovation, creativity and thinking out of the box. Team work is to be enhanced and created throughout the functioning of this team work. The product sponsors are well told the major key standards to be met in achieving the project's milestones. The members of research and development and creative department all work effectively to bring about a change in the products and services offered. The standards of innovation and creativity are also well explained and .highlighted in the team discussion meetings (Scott,2020)

Strategies to be set up for maintaining communication with the team members

In order to be the leading and the most notable brand of the sports network in the market, Pipedream.com Inc employs different strategies for developing and crafting communication with the team members. The first and foremost strategy of the business is to develop a value proposition for both the consumers and the customers and alike to be best served. Another strategy is to create or craft robust brand recognition and creating leverage for the brand equities. These brand equities are associated with Pipedream.com. Key industry relationships are another business strategy with eminent figures of sports, manufacturers of clothing and dresses as well as maintaining a key contact with the syndication partners. These notable figures of sports goods and other dresses are all well maintained by this company and highlighted in the product portfolio of the business. A valuable and appealing presentation of the content to be delivered to different target market segments and niches for motivation of the repeated visits of customers to the same product. A strategy to instill and retain customer loyalty is another tactic that is employed for enhancement of the product's viability in the market. Technology investments to be leveraged and retained for creation of a measurable marketing experience and e-commerce platform is another evident business strategy to be implemented effectively. This tool should be incorporated as a key business strategy of this company.

Developing personalized goods and services as well as integration of sponsors in this product range should be included as another key strategy related to promotion and placement of the sports goods, clothing, equipment and accessories in the market. Creating customized and personalized services as well as attracting and retaining a salient list of seasoned professionals from across the globe to be retained. These strategies should be firmly included for maintaining a well supportive communication with the team members (Pipedream.com,2020)

Tool to be used for monitoring the goals, time frames and milestones

Marketing tools used for monitoring the goals, time frames and milestones comprise a mix of marketing strategies related to product, price, promotion and placement. The benchmark standards of these four major marketing Ps should be compared and contrasted against the set and achieved goals, time frames and milestones. The marketing goals of placing and making available the best product of sports goods, clothes, dresses and equipment must be considered first. The discounts and promotional offer should be given on the sports goods and accessories timely and promotion should be eye catching and attractive for the customers indeed. The sports goods should be made timely available in the stores and retail outlets on a timely basis and just in time placement method should be implemented effectively.

Time frames and milestones that are to be set should be at least a minimum of three to five working days for the shipment to be placed and ordered effectively on time. The marketing goals that are to set should be realistic and the actual goals must be effective, specific, measurable and realistic. The outcomes should be realistic and effective. The milestones and time frames must also be realistic and meet the timely standards of the customers effectively and wisely. The following tool explains the marketing goals set up for fulfilling the business goals of the recent project of sports goods of this industry (Scott,2020)

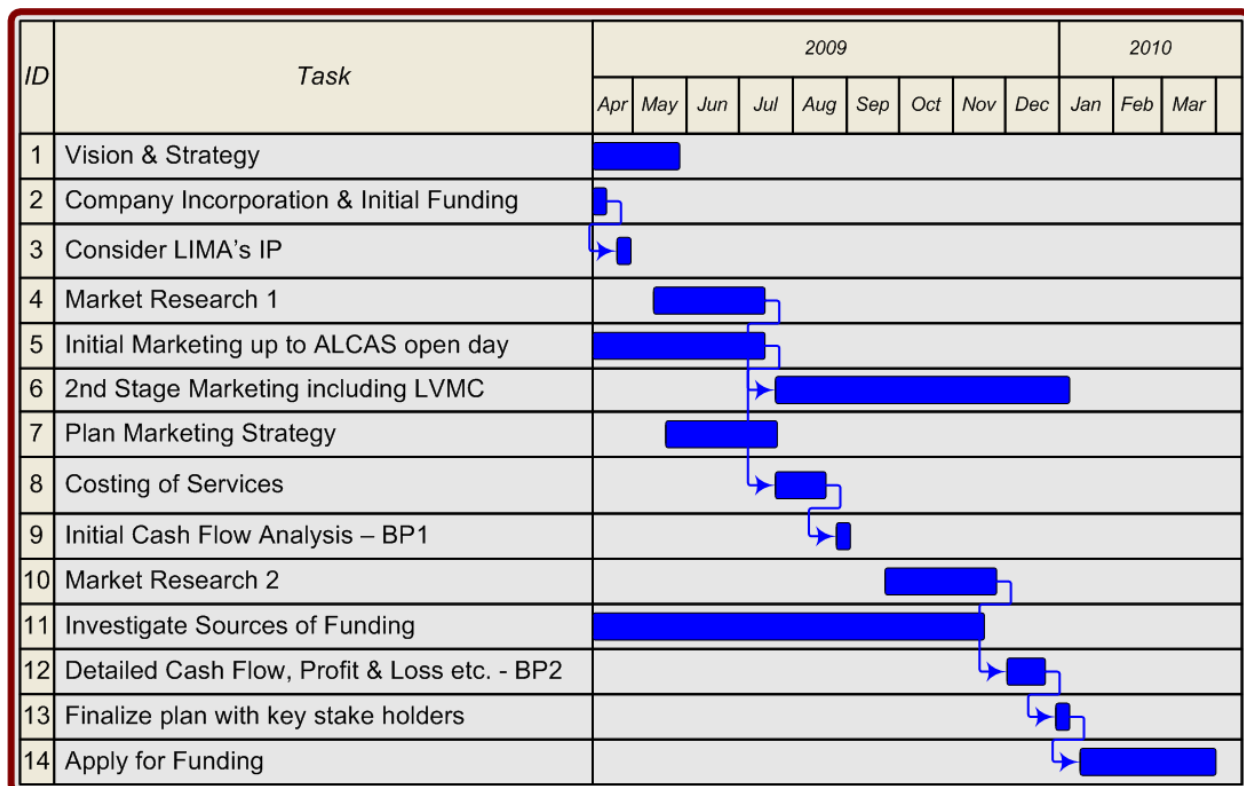
ANSOFF MATRIX for XYZ Co.

Use this strategy tool to visualize and explain your business strategy. A great tool for generating alternative strategic scenarios, you can list ideas, strategies and plans in each block. Provide top level details in an easy to read format to make this visualization have high impact.

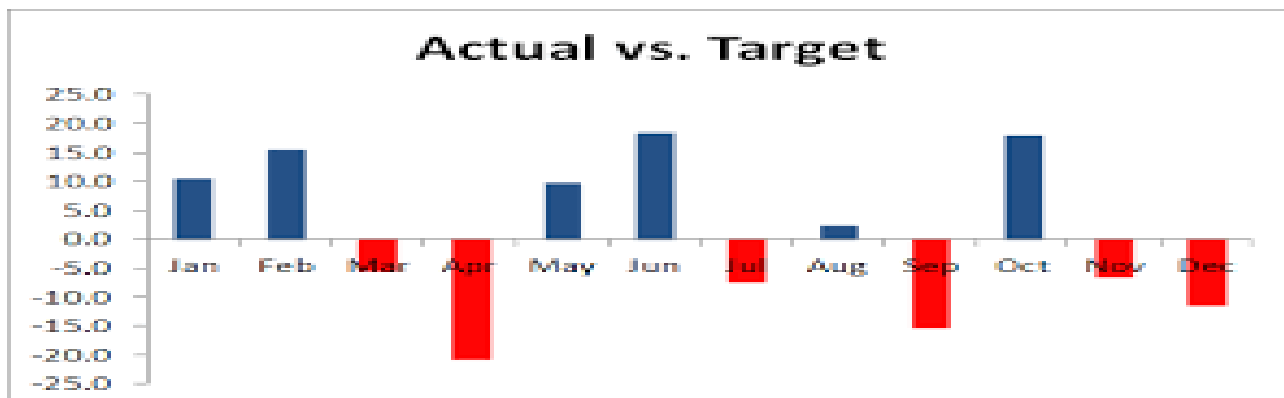


Project milestones and activities

Gantt chart can be used to explain the project milestones and activities of the business project planned for the sports goods as explained above. The tool of Gantt chart can be used to highlight and explain the milestones and activities by describing the vision and strategy of the business, its initial funding schedule, its costing and marketing strategy and other related cash flows and other funding offers. The years and the level or the degree at which these standards and practices are well met are used to highlight and explain the various project's milestones (Sjekavica et al,2017)



Project's budget



The budget for the project could be explained using the tool above which classifies the actual and the target months. The actual budget allocation planned for the project is highlighted in blue while the target budget allocation is highlighted in red color. Both of these are to be considered for planning the budget of the resources could be .financial mainly for the project

EXHIBIT 3

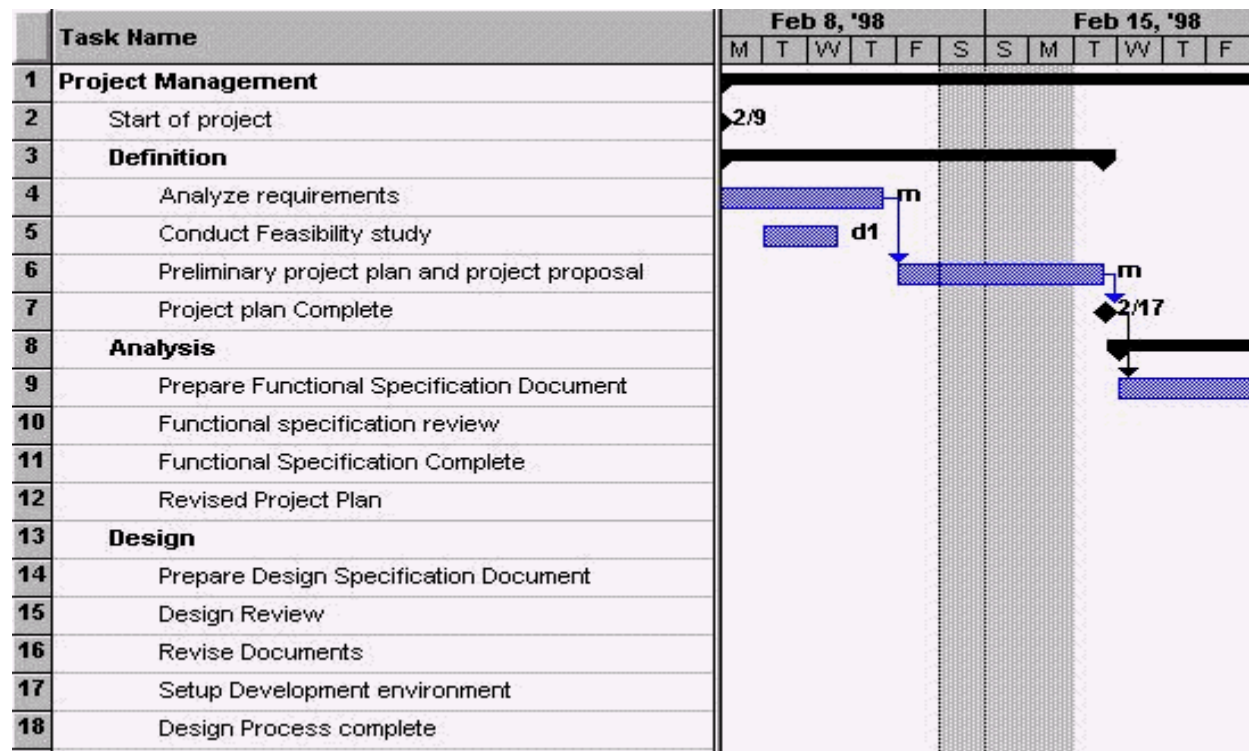
Actual and Budgeted Performance* (in thousands of dollars)

	COMPANY		DEPARTMENT A		DEPARTMENT B	
	Actual	Budget	Actual	Budget	Actual	Budget
Budget sales	\$400	\$400	\$300	\$200	\$100	\$200
Variable cost of sales	200	200	150	100	50	100
Contribution to overhead and profit	200	200	150	100	50	100
Department fixed expense	50	50	25	25	25	25
Department profit	150	150	125	75	25	75
Corporate overhead	120	120	90	60	30	60
Corporate profit	\$ 30	\$ 30	\$ 35	\$ 15	\$ -5	\$ 15

* Income taxes ignored.

The exhibit 3 above highlights the actual cost in dollars forecasted for the sports goods company. Its variable, overhead costs, fixed expenses and other related profits are all classified together to present a budgeted overview of the actual costs and profits. Estimated costs stand at \$50 thousand. The sales budgeted stand at \$400000. The profit that is budgeted is fairly fine and significant for the company to survive in the long .term

Division of tasks and resources amongst project's team members



The tasks and resources amongst the team members of the project of the business is to be divided. The tool above can guide to divide and split as well as to allocate the resources and activities amongst the team members effectively. Depending upon the requirements of the business product, and its feasibility study there is a chance to divide the resources amongst the team members from high to low basis. This means depending upon the expertise and skills of the labor workers, the tasks and resources can be divided. The functional specification document must also guide and analyze the ways and methods of dividing the tasks and resources amongst the team members. Based upon the functional capabilities of the workers in the team, there is a need to review and analyze the core competencies required for the project's team members and to effectively relate them to the appropriate division. The creative members should be assigned task of building new trendy ideas for devising the sports accessories for the customers (Sjekavica et al,2017)

Monitoring the progress

The progress of the project is done using simple guidelines. There is a need to devise the project's outline and to craft and to create a few deliverables and milestones for the project. These two aspects should be closely looked into to monitor the progress of the project meaning if the project is delivering the sport accessories to the required customer base in the market or not is to be seen. Clear and realistic goals should be set up as well, which means that it is to be seen whether or not the project can meet customer's expectations in the long run is to be monitored (Scott,2020)

Maintenance of current project records

The current project records are maintained effectively using characteristics like clarity of layout and format of the business project intending to the target market of the sports goods. The records of the project should be kept simple, precise, brief and consistent throughout. Managers especially the senior management should play a key role in the maintenance of the current project records. Line managers and the supervisors must also be active enough to embrace the clear and precise maintenance of current project records. Supervisors should be also vigilant in maintaining the current record of the projects. The recommendations on ways of improving the business project is that there should be strict electronic surveillance and monitoring of the employees entrusted with different duties and responsibilities of the project of the business. Frequent meetings with the team members must be held and feedback should be given consistently to ensure a smooth and improved flow of the current project records .(Pipedream,2020)

Current procedure for finalization of projects

The current procedure for finalizing projects includes the process of records gathering. Next is to communicate the results of the records to the customers for formalizing product's acceptance and to render the best services to the customers. Then is to have a quick review of the project's outcome and the ways of execution of it. Reviewing and analyzing the documents of the project in order to study and observe is important for keeping up-to-date information. These measures will be performed and followed by me in an event of evaluating the success of the project (Sjekavica et al,2017)

Legislation

Health and safety at work act provides for a provision of placing a legal duty on employees for ensuring safe, unhealthy and fair practices and ways to be implemented at the workplace. This legislation affects the welfare and well-being of employees regardless of their gender, race or nationality. It is anti-discriminatory and involves the element of impartiality throughout the working processes at the workplaces .(Smallwood,2017)

References

Scott, B. (2020). Importance of project schedule and cost control in project .management. Global Knowledge

Sjekavica, M. et al. (2017). Project Management Success Factors. Procedia .Engineering. Science Direct

Pipedream. com. (2020). Sample Strategic Business Plan. An internet sports entertainment portal. E strategy partners.com