

اسم المشروع

Create an outlet in Riyadh

رقم المجموعة:

6024

اعداد:

عبد الله بن عبد العزيز الخويطر

2021204089

ماجد بن ياسين الحربي

2021204067

فارس بن عبد المحسن الشدي

2021204074

نوره بنت عبد العزيز الخويطر

2021204047

حياه بنت عبد الله اللحيده

2021204052

عبد العزيز بن عبد الله الخويطر

2021204083

هيفاء بنت ناصر الناصر

2021204012

عبد السلام بن نبيل المدني

2021204090

محمد بن ناصر الناصر

2021204087

إشراف/ د. وليد سليمان

الفصل الدراسي الأول

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Abstract:

The goal is to establish a modern store specializing in offering clothing with minor faults at a reasonable price that is affordable to everyone. The store will be aimed at both people and families. It should be emphasized among the offers that the services given are of high quality and service, as well as the

convenience with which they may be accessed by employees, either directly or through third-party intermediaries.

The project's vision and objectives have been defined. The store is getting a significant number of customers.

The SWOT analysis is a strategic technique for company knowledge that identifies strengths, weaknesses, opportunities, and threats (whether they are actual or simply an idea) and places them under investigation and analysis. The identification of vulnerabilities and threats to which the firm is vulnerable, the elimination of flaws, and the reduction of their impact. Alternatively, if it is not possible to avoid the sources of the hazard, remain away from them. Beyond the organizational culture, which includes clothes stores with allocated places, consider other factors for ladies who want to learn more about money and financial matters.

1.1. Strategy:

Fashion marketing aims to increase a company's sales and profitability by managing the flow of merchandise from the initial selection of designs to be manufactured through the presentation of products to retail buyers. Fashion marketing's success is dependent on being able to predict what the public wants and then providing them with the necessary products to

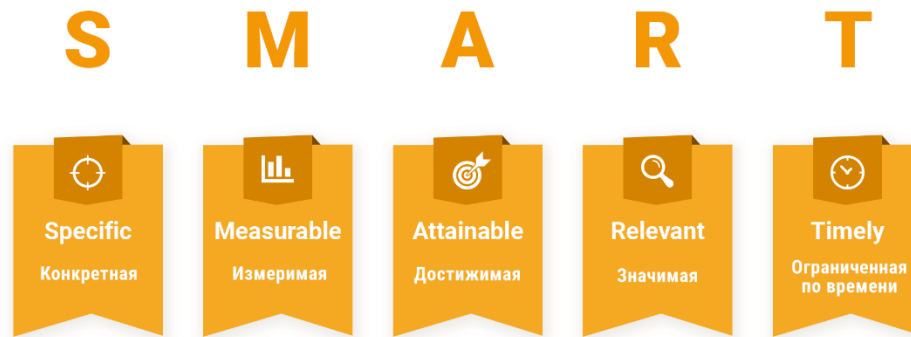
fulfill that need. In order to help designers and manufacturers understand what consumers want, marketers use data from sales monitoring, media attention, focus groups, and other methods. Since fashion products have specific target audiences, it is up to the marketing team to discover and cater to those clients' needs. For us, it's all about turning concepts into facts. In addition to being respected names in the industry, our company offers a wide range of products to appeal to customers of all ages and tastes at reasonable prices.

1.2. Mission

Our mission is to provide affordable, high-quality clothing for people of all ages and sizes.

Our goal is total customer satisfaction. Our unwavering commitment to quality is evident. We give it everything we've got in order to move people's hearts and markets.

Develop and set goals



Develop and set goals1Figure

1.3. Objective:

Our goal is to provide clothes of the highest quality for all ages and sizes and provide them at an appropriate cost. Satisfaction is our unified priority. Quality is our undisputed commitment. In order to touch hearts and move markets, we do our best. To open a company to sell the remaining clothing from manufacturing and increase its sales.

Specific: Consequently, it must be of good quality to improve the company's performance and thus increase earnings in a financial report, which displays the available budget.

Measurable: We will be able to grow profits by 150 percent by the end of next year.

Achievable: Profitability is greatly enhanced by improving marketing and sales strategies.

Related: Gaining a competitive advantage by increasing sales and profits is beneficial for both the growth and development of a company [2].

Lead time: We should be able to obtain the needed percentage within six months.

Develop and define performance indicators for Lead

Trying to forecast the future is the goal of leading indicators. When it comes to economics, the word "leading indicator" refers to an indicator that changes before the economy follows a particular pattern or trend. For instance, it can foretell the economy's downturn. Forward-looking indicators in business include brand awareness, a shift toward consumer services in the economy, and the fact that most markets turn to those services as a source of revenue. Customer loyalty (and hence future revenue) can be predicted by customer contentment, while employee satisfaction (and so employee retention) can be predicted by employee satisfaction (and thus performance and productivity).

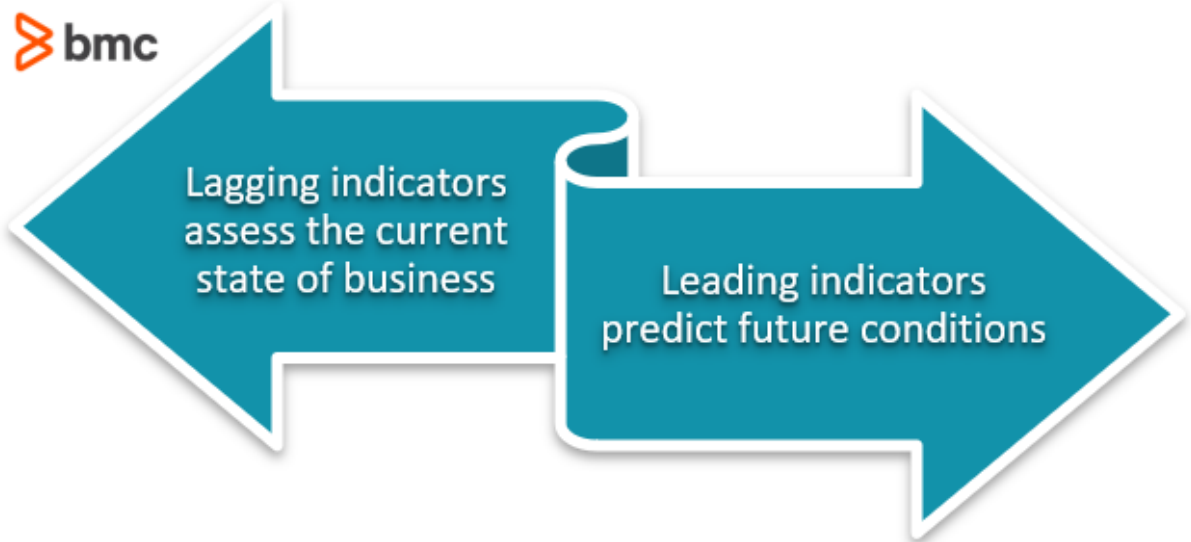


Figure 2: Lagging and Leading

Customers' satisfaction, rather than financial metrics, is a key performance indicator for us, owing to the tendency of financial indications to lag.

Develop and prepare a template project charter[3](Appendix 1)	
Input	✓ Choice of site One of the most critical parts of a project's success is picking the correct location. ✓ Suppliers :as sample (stock solution Co., Ltd) as furniture ✓ Equipment's
Way	1. The project sponsor sends a formal appointment to the Project Manager. They provide the project manager with all of the project's resources (brochures, roadmaps, national strategies, goals, etc.). 2. There must be a project manager in charge of ensuring there are no gaps in project information (step 2). 3. Not all inputs must be immediately communicated to project sponsors by the project manager in order for the project to proceed. 4. The project manager creates a project file for every piece of project management documentation, which serves as a repository.

	5. With the help of the (Project Charter), Project Managers will be able to produce (Key Stakeholders). The project manager receives formal approval of the project charter on the form.
The owner	Financier
Sources :	• The project's sponsor, as well as subject matter experts in relevant fields (SMEs). • Project managers, team leaders, and other professionals in the field

2. Governance, structures, and processes

2.1. Project teams and units are organized logically.

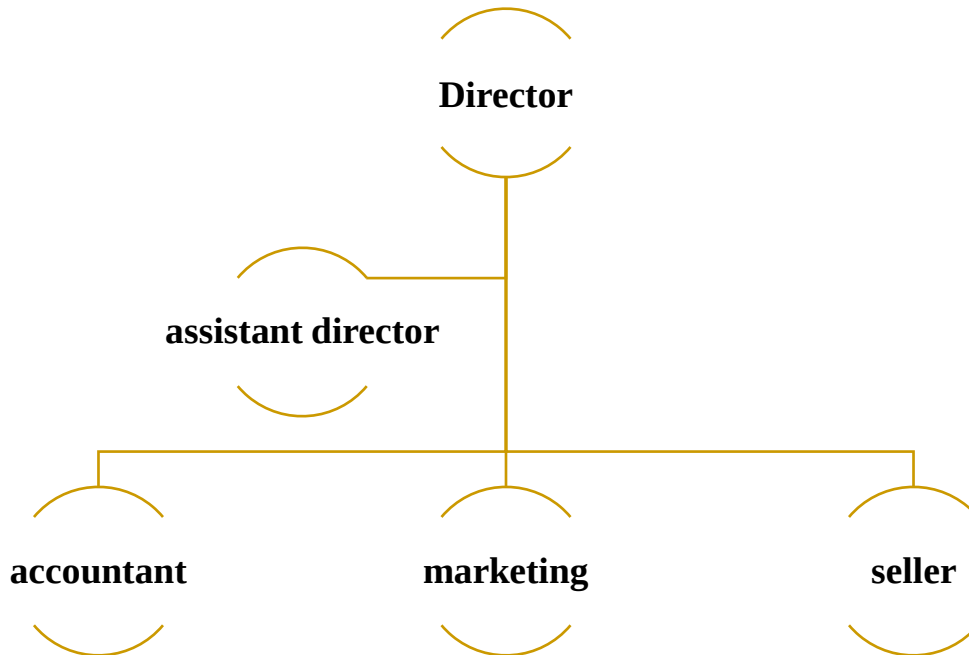


Figure 3 Structure for project teams and units

Director:

- Managing the everyday operations of the organization.
- Recruiting and selecting the necessary competencies for the suitable needs.
- Training personnel on how to convince buyers of the clothes that are exhibited.
- Coordination with suppliers and contractors to provide the essential supplies and equipment quickly [4].
- Recording and keeping records of daily, weekly, and monthly income and expenses.
- Follow up on client preferences and provide new items to meet seasonal events.

- Advise personnel on how best to address issues with clients and deliver exceptional customer service.
- Ensure that all areas of the firm are clean and tidy.
- Strengthening amicable ties with customers to increase loyalty and enhance the mental image of customers.

Assistant Director:

- Assist the management team in the planning, organizing, and implementing of various strategies as required.
- Coordination of all company activities, including sales and payments.
- Keep track of deadlines and make sure they're met
- Employee help in the form of follow-up and aid in reaching goals.
- Maintain an eye on how the goals are progressing.
- Keep an eye on and maintain your stock.
- Perform a thorough review of staff performance and identify training or recruitment needs.
- Ensuring the highest performance levels from subordinates and direct reports [5].

Accountant:

Ensure that all information, powers, and reports derived from any operating systems or documents in the organization related to the administration's work are accurate and up to date.

- contribute to the design and development of the cost system, as well as monitor sales data outputs to ensure that it receives appropriate data, all while working on the design and development of the cost system

In order to determine the expenses of the company's services, information must be gathered, provided, and shown.

- Checking to see that the necessary recording systems are being used and functioning properly.
- keeping track of all financial records in accordance with the rules and regulations that are in effect and then classifying those financial records
- Contributing suggestions and improvements that will aid in the better management of the company's assets.

The seller:

Description of a sales partner's duties, obligations, and responsibilities in a retail apparel store.

- ✓ Assist with inventory control and management.

- ✓ Assisting customers in identifying the goods and services they desire.
- ✓ Perform cash and credit card transactions.
- ✓ Goods are stored on the shelves.
- ✓ Providing answers to customers' queries
- ✓ assisting and advising clients in their product choices
- ✓ The process of dealing with clients who have received refunds
- ✓ This includes scanning and hovering to maintain the store neat and tidy.
- ✓ Abide by brand guidelines when working with them.
- ✓ Products should be labeled with price tags.
- ✓ The crooks are out there. In-store security and monitoring of fraudulent credit cards are among their responsibilities.
- ✓ Acquiring, sorting, and securing stock.

Processes:

Decide what the outlet's primary goals are. The organizational structure must be defined to support company objectives at an early stage of a project [6].

Defining what has to be accomplished:

Organizing your unit's mission is the next step in the planning process.

The completion of these tasks can only achieve the aim. Managers of marketing departments may be aware that their teams must carry out such tasks as marketing research and promotion in order to be successful. The Matrix is on display right here.

The structure can be followed. A functional organization is used to organize the workforce, with each product having a designated manager who oversees the various departments' employees.

Types of Project Management Offices (PMOs)

Supportive PMO (low control)

In addition to providing on-demand consulting services, this type of office also provides project teams with forms, information, technical assistance, and training—all without interfering with or controlling the projects or their operations.

This office style is ideal for companies who have had much success and only require a place to store information. Control and control over projects and their teams and a

common set of standards that are followed by all projects are characteristics of this type.

Controlling PMO

These offices provide a common platform that requires changes in the methods employed, the forms utilized, and the forms and apps used. Medium-level control and control are imposed on projects and activities.

To maintain command over operations, processes, and procedures, this approach is employed by organizations of all sizes and types.

Figure 4Controlling PMO



Directive PMO (high control)

This type has a big deal of influence over the projects and even manages them totally while providing the necessary support and resources.

The office assigns project managers as soon as the institution signs a contract for the work. As each Manager submits regular reports to the office, this kind provides a high level of professionalism in project management, ensuring a high level of consistency in work at the project level. I believe that the Directive PMO [5] is the most suited model for implementing and implementing projects in terms of cost, resources, and schedules. If you are precise in your forecasting methods, you can better identify where initiatives are less likely to fail.

When working with an organization or institution, a Project Management Office (PMO) can set and enforce standards in several areas that benefit project management while increasing team knowledge and consistency. – By tying strategic plans to the results achieved and making good judgments, the Project Management Office (PMO) helps to increase the success of projects [7].

Compliance, standards, and regulation

Design a compliance model before receiving project deliverables

Program for Consumer and Competitor Compliance (Compliance Programmer) In order to meet the following requirements, [outlet] will work with [Manager]. exercise

- ✓ A year-long internship was completed by the [Director] within [6] months of the new law's implementation. Competition and Consumer Law in 2021 (Business Administration) [outlet] promises to back up the instruction described in the preceding paragraph. Lawyers with expertise in consumer protection and competition law manage it.
- ✓ Complaints handling The [outlet] will develop methods for registering, storing, and responding to consumer and competition law complaints within six months of implementing this project.

Project management stages

- The first phase of the project is the beginning of the work. Our mission is to provide clients with the highest quality possible.
- The project's preliminary planning stages. At this point, we have a budget of 100,000 riyals and a workforce of five people.
- Stage 3: Putting Plans into Action The project manager devotes most of their time to this phase of the project implementation, which entails assigning tasks and reporting progress to the team.
- Work to provide employers' project documentation and terminate all relationships with vendors.

Power and Interest

Developing a register of stakeholders and forming groups for them:

Maintains its regular maintenance factor and continuous cleaning Production capacity and disposal of dust that covers and preserves clothes. Trained workers: the seller is one of the most important company members because he is considered the marketer and the front of the company that depends on it. Yes, the seller is well trained in the service and giving the customer a good idea about the product and its other derivatives, one of the most important

Factors for the success of any company and a successful operation Leftover clothing store from to export so we must always be careful to choose and train well Workers and do not underestimate this point. Now we know what gold is. Triangle means that once its pillars are complete, we have a product of 100% quality [8].

Using online forms with a stakeholder register		
Category	Role	Stakeholder
Internal	Project Sponsor	Director
Internal	Project Manager	(PMO)Manager
Internal	Stuff	(Assistant)Director

Internal	Stuff	Accountant
Internal	Stuff	(Marketing)Manager
Internal	Stuff	Clothes
External	Customers	Customers
External	Suppliers	Suppliers

Stakeholders Analysis

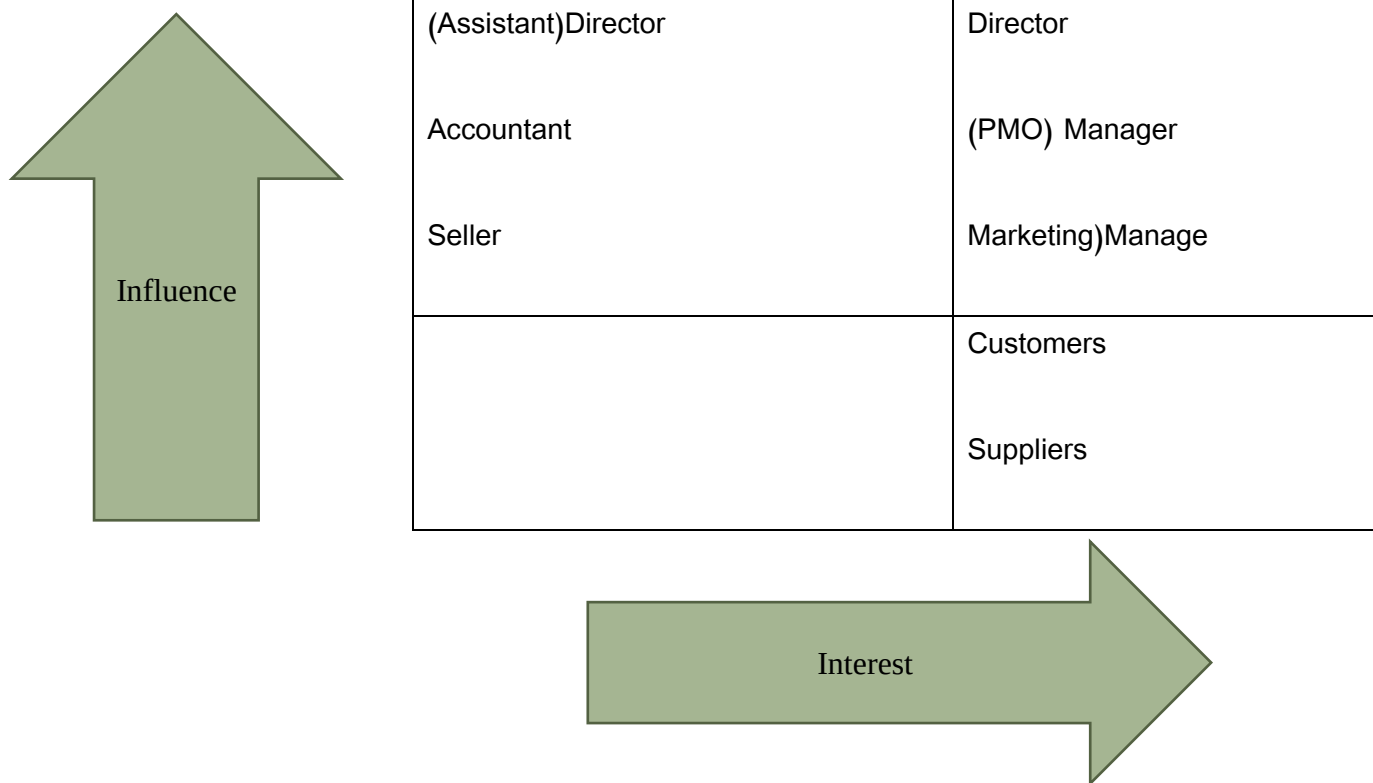


Figure 5 Stakeholders Analysis

- **Stakeholder Register:**

- Identification information: name, title.
- Assessment information: requirements, expectations.

Organization culture and values

Defining the culture of the organization

It is the definition of outlet to define organizational culture in the workplace. When receiving different nationalities, is it possible to choose which ones to receive? Is it exclusively for men to participate in this activity?

Submit proposals for the values of organizations that can be adopted through the project

In addition to the export clothing, the shop is intended to draw visitors from many nations. It includes a modern shop specializing in selling items sent overseas with minor defects at low costs and family areas where the project meets with its partners.

This is the nature of their requirements [8]. The high level of service quality and the ease with which personnel, both direct and indirect, can be reached should be highlighted.

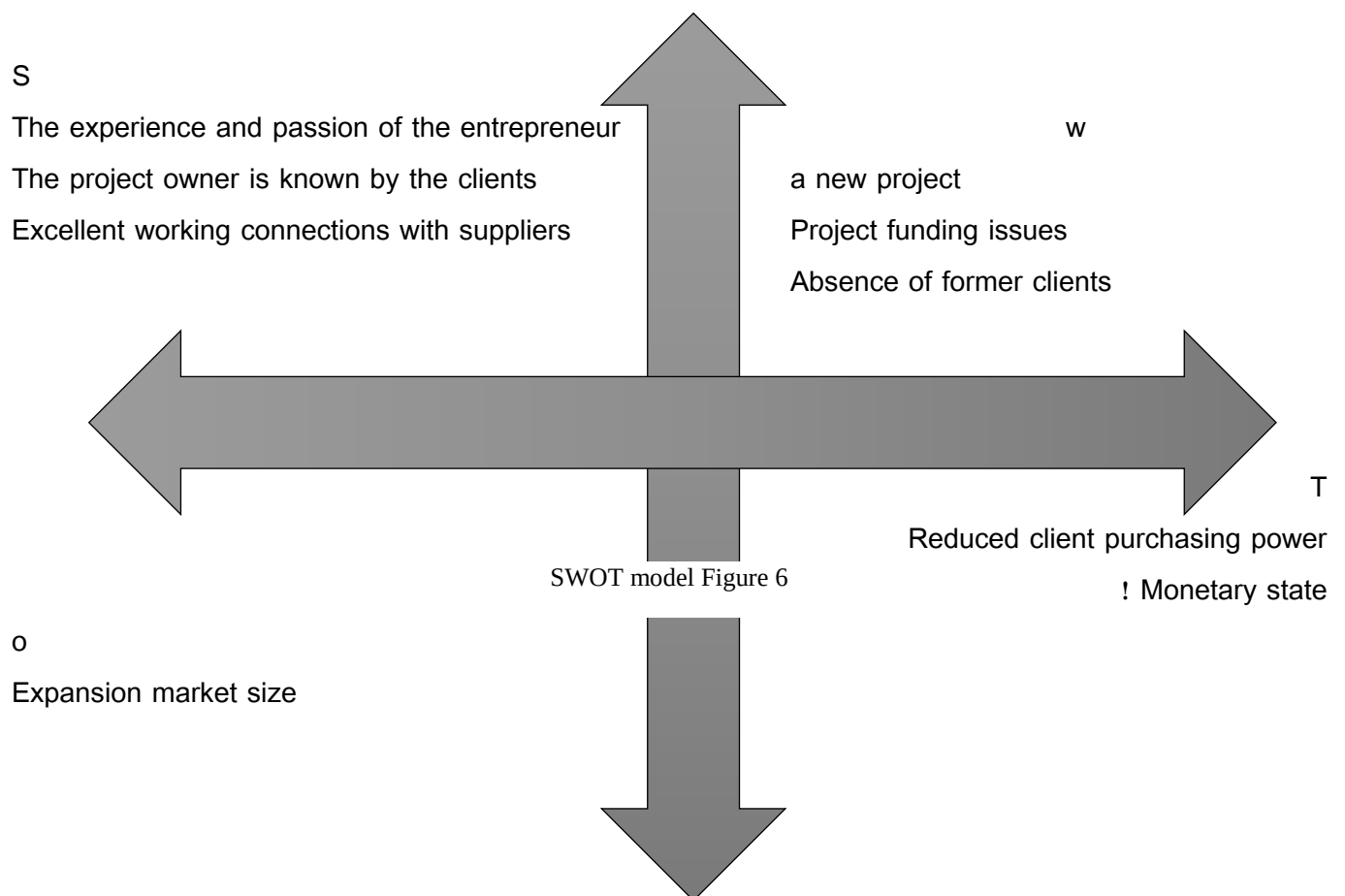
Self-reflection and self-management

Personal behavior habits of the student that could affect the project

- Discrimination
- Discouragement
- lack of physical stimulation

Study these behaviors and determine their causes and how to get rid of them

Inefficiency in management and a lack of comprehensive project management training for the Manager.



Strength points

- The entrepreneur's previous experience and passion for the business.
- The clients are aware of the project owner's identity.
- Excellent working ties with vendors.

Weak points

- This is a new and developing initiative.
- The project's budget is insufficient.
- Third, there has been no previous clientele to work with.

Opportunities:

1. The government emphasizes assisting small and emerging businesses and projects.
2. The project's competitive position in the market has improved as a result of the changes.

Threats

- Customers' ability to purchase has been reduced.
- Megastores invade the market.

Personal integrity and reliability

Exhibiting "Three" behaviors that are inconsistent with ethical integrity.

- Harassment

- Deception
- Non–commitment to work

Analysis of these behaviors' financial, social, and technical impact on the project's work and relationships.

According to our findings, inefficiency and customer discontent with quality are two of the technical consequences that can emerge [9]. For social reasons, the dissemination of a negative enough reputation for the occurrence of acts of harassment against him, which leads to his closure, is unacceptable. A significant financial loss might result in the closure of a business from a financial standpoint.

Personal communication (Appendix.3)	
stakeholders	Importance
families	We find that families need to get clothes that are exported at prices
staff	We have discovered that employees may require a sufficient amount for employment interviews or for entertainment purposes.

Stakeholders register

Stakeholder Name	Email Website	Group(Internal) (&External))	Mobile# Extension#	Communication Needs)
Director	DRC@ESU.com	Internal	M:055##### Ext310	On Demand; Steering Committee
PMO Manager	PMO@ESU.com	Internal	M:055##### Ext.311	Weekly meeting On Demand; Starring committee status review Meeting
Assistant Director	ADRC@ESU.com	Internal	M:055##### Ext.250	Weekly meeting On Demand; Starring committee status review Meeting
Accountant	ACC@ESU.com	Internal	M:055##### Ext.303	On Demand
Marketing Manager	MRK@ESU.com	Internal	M:055##### Ext.266	Weekly meeting On Demand;

				Starring committee status review Meeting
Seller	WTR@ESU.com	External	M:055##### Ext.320	On Demand
Customers	www.ESU.com	External	M:055##### Hotline	Survey, promotions, test Panels, Loyalty program
Suppliers	www.ESU.com	External	M:055##### ##	Survey test Panels, business review.

Identify the personal communication and the effective communication

Intrapersonal communication refers to communication within an individual, and it is used to evaluate situations. Effective communication is defined as communicating with others through the sharing of information, whether verbal or nonverbal [9], in order to achieve mutual understanding.

Formalize the types of personal communication, including their models and channels. Verbal

communication: This type of communication takes place through spoken speech, whether in

discussions, meetings, or other settings, and it may also take place through written communication.

Nonverbal communication refers to the transmission of information and ideas without using words.

Communication channels

Communication channels, which are how communication takes place, include the telephone, social media platforms, and other means of communication.

Models include:

- The Shannon and Weaver model and others.
- Schramm's Model of the World.

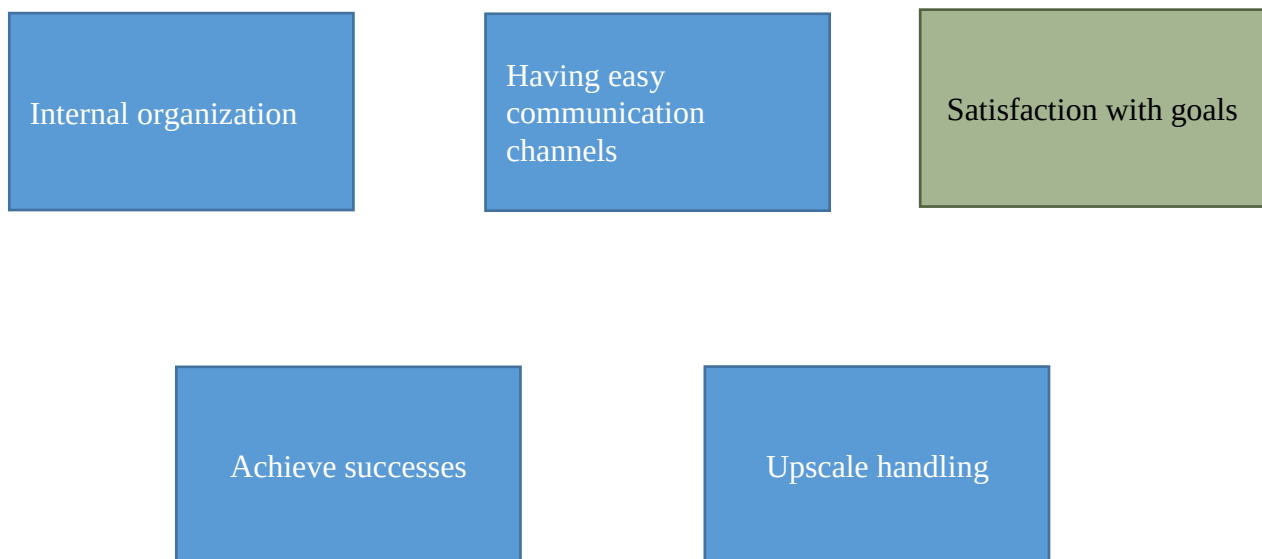
Communication management plan (Appendix 5)

Communication routine	Objective	Type of communication	Medium	Requirement	Audience	Routine owner
Daily progress report	Daily status report	Informal verbal Formal written	Email, online meeting	Meeting room, laptop	Project team	Project Manager
Weekly Meetings	Discussing weekly Achievements and monitor the quality of deliverability and the risk controlling	Informal verbal Formal written	Meeting	Meeting room	Project team	Project Manager
Monthly Meetings	Discussing monthly progress report, estimating	Informal verbal Formal written	Meeting	Meeting room	Project owner and project manager	Project Manager

	project completion					
Limited Meetings	Discussing change requests, violations, and managing stakeholders	Formal verbal Formal written	Meeting	Meeting room	Project Manager and one preoccupied with the problem issue from the team	Project Manager

Time line	Deliverable
After daily activity end	Daily report and performance report
Daily report and performance report	Meeting memo
At the end of the month	Monthly progress report
Every needed	Confidential Report, document update

Building a contact matrix



Relationships and engagement

Wrong communication forms

Inappropriate communication forms – Poor communication results when what is said and what is heard are two completely different things. In other words, the individual to whom you have communicated has misconstrued what you have expressed to him. Effective communication is defined as the successful sharing of information, meaning, thoughts, and feelings between individuals [10].

- ✓ There is no fixed communication foundation in the universe.
- ✓ Cramping during communication without double-checking the message

Stakeholders assessment matrix (Appendix 6)

Levels of stakeholder engagement:

- ✓ Unaware. At this first level, stakeholders are entirely ignorant of the project and any potential consequences its outcome may have on their respective organizations.
- ✓ Resistant. Those involved in this category are aware of the initiative but are adamant about its opposition.
- ✓ The neutral position. Informed neutral stakeholders are aware of the project's existence, yet they are neither opposed nor supportive of it.

- ✓ Helpful and encouraging. These stakeholders are aware of the project and its potential consequences, and they are supportive of the proposed changes.
- ✓ They are taking the initiative. Stakeholders in this category are aware of the project and are actively working to see that it is completed successfully.

Stakeholders	Provide for their requirements
Families	
staff	Train commuters

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Owner					C, D
manager				C	D
customers	C, D				
Suppliers		D	C		
Government			C, D		
Operations & Staff	C			D	

Accounting and Marketing				C, D	
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C: current engagement D: desired engagement

Leadership

Identify the Leadership model:

In order for the Manager to reach the goal in the shortest amount of time, authority-based leadership must be used.

Determine the reasons for the preference for that model

A leader can impact the renewal process in various ways and throughout the project's lifespan. In order to actively shape their destiny, he must work with a group of actors to collectively advance towards the future and envision and develop their future. It impacts the overall direction of the project, the creation of goals, and the realization of a balance between utopia and reality in the project.

Presenting "Five" proposals for stimulus methods that are commensurate with the nature of the project

Create a company plan by examining costs and other factors.

- Choosing the most appropriate location.
- Choosing the most appropriate suppliers.
- Identify the primary equipment.
- Create a logo and a design for the interior décor
- Choose from a list of available goods.

Design a RACI model for three administrative procedures in the project. (Appendix 7)

Task	Project manager	Financial manager	Remodeling supervisor	Risk analyst	Shop owner	Contractors	Suppliers
Needs assessment	A	R	I	I	I		
Research local community	A	R					
Produce project charter	A,R	C	C	C	C		
Analyze various contractors and suppliers	A	C	R	C	I		

Contract development	A	R	C	C	I		
Order materials	I	I	C	A			R
Produce cost reports	A	I		R		C	
Time Schedule	I			A		R	
Remodeling works	A				I	I	
Risk assess project	A				I	I	
Stakeholder Communication	A	R					
Final project report	A,R	C	C	C	C		

A=Accountable R=Responsible C=Consulted I=Informed

Conflict and crisis

Defend of Crisis and Conflict:

- ✓ A crisis is a fault that has a material impact on the system and impacts the entire system because it affects assumptions.
- ✓ If something occurs that causes the moral framework to be disrupted and chaotic, we call this a conflict.

Presenting three expected scenarios for the conflict events in the project with a

solution:

Scenario#1

You make a mistake with a new colleague.

However, you do not want to assist because you are working on a tight deadline and do not want to spend any time answering your request.

Solution: Regardless of who is involved in the argument – the employee, your boss, or anyone else – if you are self-aware, people will care more about you [10].

Scenario#2

You've been offered a promotion for which your friend has also worked. Things are getting odd between you two right now. You definitely want to keep the friendship going, but the other teams aren't even bothering to speak with you.

Solution: The conviction that advancements happen as a result of the hard work and dedication of a buddy of mine to the advancement of my company.

Scenario#3: Having difficulty obtaining tips.

Solution: Earn a respectable wage.

Root Cause Analysis:

Failure to manage effectively – Discrimination and inequality

Resourcefulness

Human Resources

Recruiting:

Human interaction is one of the most significant components contributing to their relationship's formation.

If you want to start an organization or a corporation, you need highly talented people and distinguished

in their fields. There must be pre-employment exams to determine that the worker is physically and mentally capable of performing the job duties.

Compensation Management

Compensation management is the process of planning, assessing, and establishing each employee's wage, incentives, and benefits. It is also known as salary administration.

According to compensation managers, employers who offer wide and competitive pay plans within the restrictions of the company's budget are more likely to be recruited, retained, and engaged. This can be determined by looking at the state's labor code.

Training and Development Management

Employees who work for or under the organization are the focus of this article, together with training vendors, who are individuals or organizations who give professional training to the employees.

Additionally, it is intended to improve employees' qualifications and skills to meet various job criteria and objectives and improve employees' capacities to perform new activities and prepare them for greater responsibilities.

Performance Management

It is necessary to promote transparency. It is easier for employees to align themselves and their goals with the company's core values and performance benchmarks when they clearly understand how embodying those values and meeting those performance benchmarks affects their day-to-day work life and overall compensation package.

Make your organization one where mentorship is valued. Employees now have access to everything.

Because of enhanced transparency, employees now have the information they require to understand how they perform in their existing roles and what they must do to advance in them or take on new ones.

Analyze the influence of conducting Crashing and Fast-tracking

Crash:

- There is no prior managerial experience.
- A scarcity of highly qualified workers

Fast-tracking

- Obtaining the appropriate permits and authorizations.
- The store's location must be unique, and it must have the hands of a trained employee on hand.

Negotiation

General rules for the negotiation process.

When it comes to the negotiation process, the capacity to influence others is unquestionably a vital and necessary skill. When you can clearly articulate the reasons why your proposed solution will benefit everyone, you are more likely to get their support. Visit the Forsa website [11] to learn more.

When it comes to administrative negotiations or management, there can be cause for anxiety or disagreement. Employees may occasionally feel uneasy when someone in the company expresses their desires and requirements to the rest of the company. Take a look at Forsa's official website. Although this type of negotiating is possible, it is generally hampered by the job search or recruitment process. Depending on your position, you may need to negotiate the value of your income, benefits, or job responsibilities. All of these factors directly impact your level of job satisfaction. Not only that, but it may be an excellent opportunity to demonstrate your prospective boss's ability to bargain.

Prepare two negotiating plan

- Change the direction of travel behind the opposing end.
- Obtaining the cooperation and support of the opposite party as well as the elements that influence it.

- Forcing the other party to engage in a specific behaviour in accordance with a specific strategy.

In the second step, you will create a favorable environment for negotiation. You will accept a discount in order to negotiate.

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