



**College of Management
Department of Project Management**

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THE ROLE OF STRATEGIC PLANING IN THE SUCCESS OF COMPANIES PROJECTS IN SAUDI ARABIA

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In the Name of Allah

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1. INTRODUCTION

Organizational performance is largely dependent on effective strategic planning, especially in dynamic commercial contexts like Saudi Arabia. The goal of this study is to discover the shades of how strategic planning affects project success in businesses that operate in Saudi Arabia.

1.1. Research problem

Everyone agrees that strategic planning is important, However not everyone is aware of its complex consequences in Saudi Arabia's unique socioeconomic environment. As the stakeholders are uncertain about the role of strategic planning in the success of projects . The main goal of the research is to identify the critical mechanism of strategic planning that either greatly help or hinder the success of projects in this area.

1.2. Research hypothesis

1. Hypothesis 1: Strategic Alignment with National programs: In Saudi Arabia, companies will have greater project success rates if they purposefully connect their project aims with national programs like Vision 2030.
2. Hypothesis 2 : suggests that companies who incorporate proactive risk mitigation such as (FMEA) FAILURE MODE EFFECTIVE ANALYSIS strategies into their strategic plans will have higher project success rates in compare to those who use reactive risk management methods.
3. Hypothesis 3: suggests that projects in the Saudi Arabian business context will be more successful if they have strong stakeholder engagement strategies integrated into their strategic planning
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1.3. Research Importance

This study is important because it discusses how Saudi Arabian businesses must enhance their strategic planning procedures in order to complete projects successfully. In light of revolutionary projects such as Vision 2030, it is critical to comprehend how strategic planning contributes to national objectives. The purpose of this study is to offer companies trying to negotiate this challenging business environment practical insights.

1.4. Research Methodology

To Research methodology follows the descriptive method (the theoretical study), to reach the desired objectives of the research and ensure the fulfilment of its hypothesis.

The descriptive method in the theoretical background, which aims to cover the Strategic Alignment with National programs In Saudi Arabia, companies who incorporate proactive risk mitigation. Previous research studies will also be reviewed.

1.5. Research limits

There are a set of limits that we must adhere to while performing the research: subject limits are (identify the critical mechanism of strategic planning)

Temporal limits: The study will be completed in 2024.

Spatial limits: Saudi Arabian businesses

1.1. Research plan:

Research problem

Everyone agrees that strategic planning is important, However not everyone is aware of its complex consequences in Saudi Arabia's unique socioeconomic environment. As the stakeholders are uncertain about the role of strategic planning in the success of projects . The main goal of the research is to identify the critical mechanism of strategic planning that either greatly help or hinder the success of projects in this area.



Research hypothesis

Hypothesis:

1. companies will have greater project success rates if they purposefully connect their project aims with national programs like Vision 2030.
2. suggests that companies who incorporate proactive risk mitigation such as (FMEA) FAILUIRE MOOD EFFICTIVE ANALYSIS strategies into their strategic plans will have higher project success rates in compare to those who use reactive risk management methods.
3. suggests that projects in the Saudi Arabian business context will be more successful if they have strong stakeholder engagement strategies integrated into their strategic planning.
4. Companies in Saudi Arabia with strategic plans that are flexible and adaptable will show improved ability to handle unexpected challenges, leading to higher project success. residential built environments.
5. Surveying MS patients and specialists to confirm the suitability of the Holistic Design Guideline to their needs.
6. Develop a final version of the Holistic Design Guidelines to support the sensory and mobility needs of MS patients in the residential built environments.



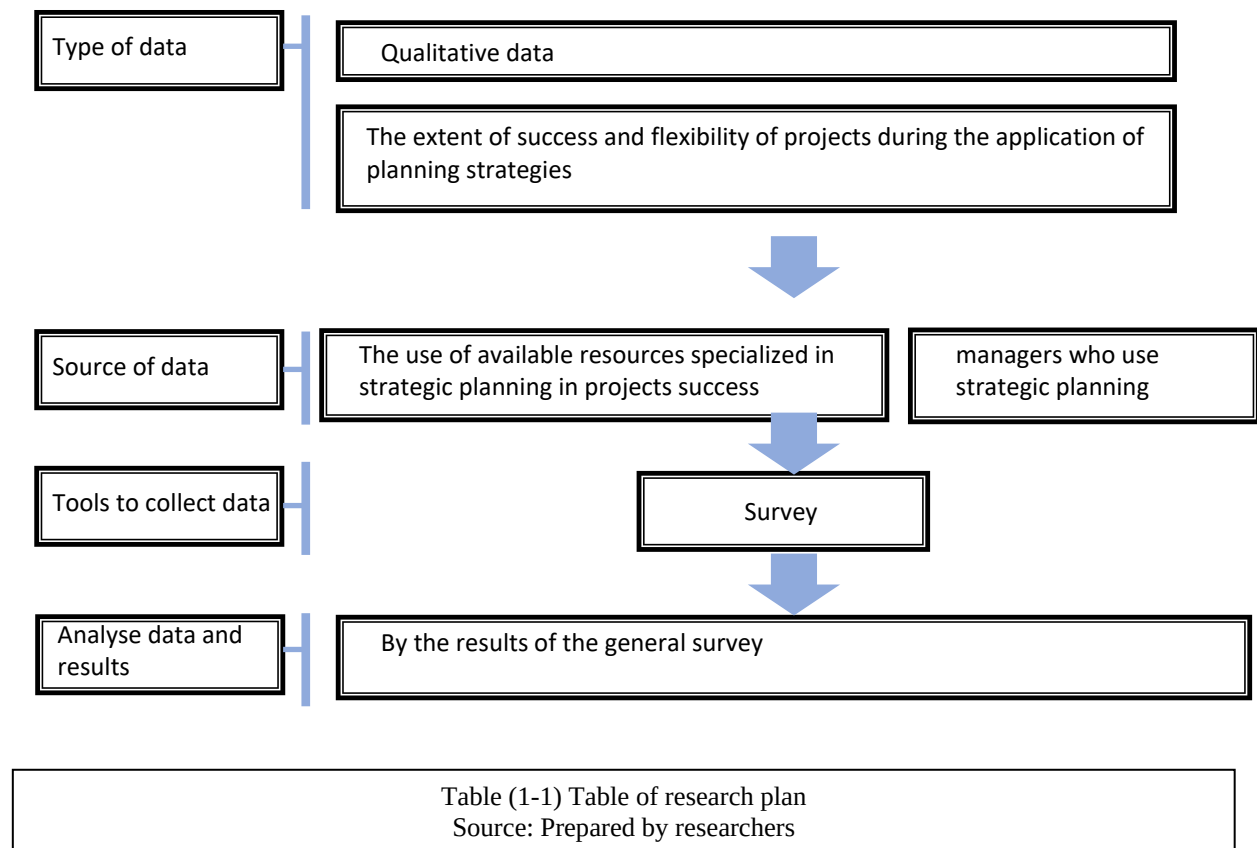
research objectives

identify the critical mechanism of strategic planning that enhance their strategic planning procedures in order to complete projects successfully.

Research methodology

Descriptive Method (theoretical study)

The theoretical study clarifies the identify the critical mechanism of strategic planning that either greatly help or hinder the success of projects in this area.



2. Literature Review:

2.1. Role of Project Planning and Project Manager Competencies on Public Sector Project Success

This study aims to evaluate the role of project planning and project manager competency in project success in the context of project management methodology. Through the survey, a sample of project engineers from public sector institutions working on projects was taken in order to understand the relationship between the constructs. Quantitative data were collected to address the proposed hypotheses using partial structural equation modeling technique.

The results of the study showed the significant impact of planning and efficiency on the success of projects in the public sector. She explained that planning plays the largest role in the success of projects.

2.2. The role of Quality Strategic Planning on Organisational Success

The study aimed to clarify the relationship between project planning processes and project success. Based on the literature, four main factors were identified that were believed to affect the quality of planning, which are (human, administrative, technical and organizational factors). Questionnaires were conducted to evaluate the various projects.

After that, the relationship between each project activity and the success of the project was studied. The result of the research indicated that human factors have no relation to the project's vital activities. It recommended studying the main determinants of project success in the planning stages for a specific industry.

2.3. Strategic planning and implementation processes impacting small business success in Mexico

The study aimed to determine the degree to which the strategic planning levels and the implementation process impact small business success. Business success was measured in terms of sales growth and employees increase. The responses to the two research questions that guided the study were used to test the hypotheses: RQ1: To what degree do strategic planning levels (PLs) impact the success of small business in Torreon, Mexico? RQ2: To what degree does the strategic planning implementation process (IP) impact the success of small business in Torreon, Mexico? The sample consisted of small business owners, executives, and managers. Pearson's correlation coefficients were performed to analyze the degree to which a relationship existed between the planning levels and the implementation process with the business success.

Results registered a statistically significant relationship between the strategic planning levels and the planning implementation with the business success measured in sales increase.

2.4. The Impact of Strategic Planning Activities on Private Sector Organizations Performance in Sudan: An Empirical Research

The study aimed to determine the degree to which the strategic planning levels and the implementation process impact small business success. Business success was measured in terms of sales growth and employees increase. The responses to the two research questions that guided the study were used to test the hypotheses: RQ1: To what degree do strategic planning levels (PLs) impact the success of small business in Torreon, Mexico? RQ2: To what degree does the strategic planning implementation process (IP) impact the success of small business in Torreon, Mexico? The sample consisted of small business owners, executives, and managers. Pearson's correlation coefficients were performed to analyze the degree to which a relationship existed between the planning levels and the implementation process with the business success.

Results registered a statistically significant relationship between the strategic planning levels and the planning implementation with the business success measured in sales increase.

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