



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section	Course	Code	Date
Master		Thursday	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 الإنجليزية.
- 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. ستكون هذا التقرير من ثلاث إلى ست صفحات.

يجب أن يعالج تقريرك ~~كل~~ **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..

Introduction

Problem Statement

The twenty-first century's world of business has increasingly embraced technological advancement in the day-to-day operations. Among the recent additions to better operations are the use of applications. Smartphone apps have increasingly bettered the business to customer (B2C) interactions by improving efficiency and availability. However, a gap exists between the aspirations of modern businesses to use apps to connect better with the market and the actual situation. That way, the development of apps to interact better with the customers is an effective remedy. The current project focuses on developing an application for a business in the restaurant industry to enable customers to place their orders more efficiently and interact with the firm at any time of their convenience.

Research Aim

The research will focus on the perceived competitive advantages of developing a smartphone app for a business in the restaurant industry.

Objectives

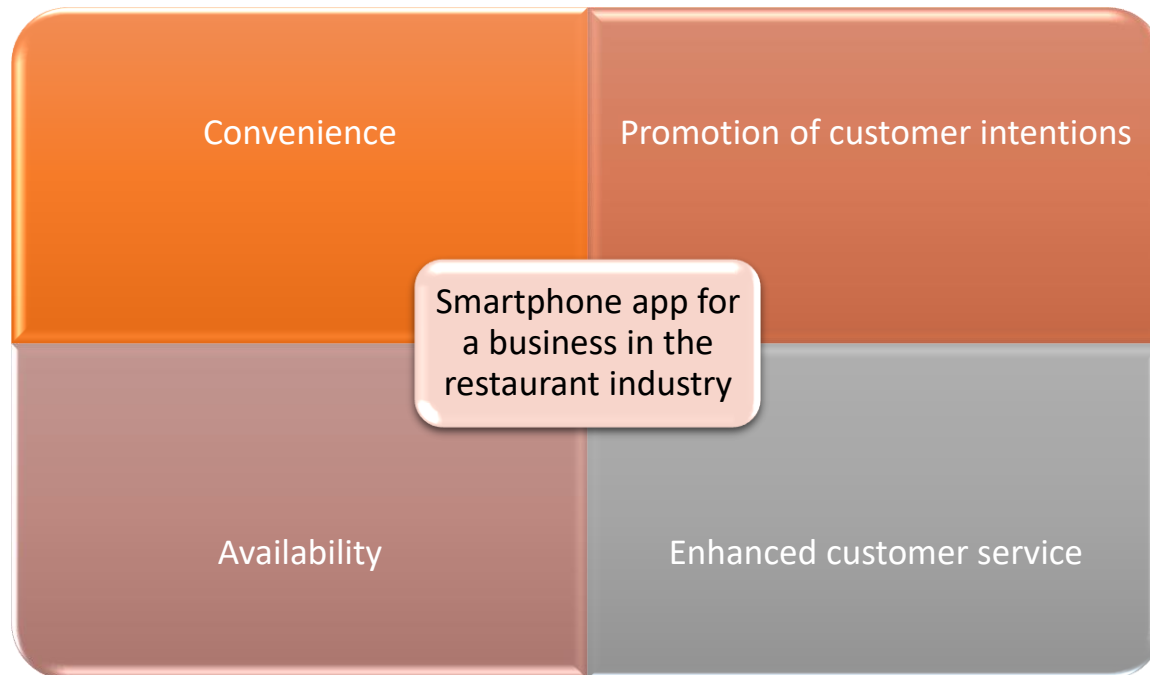
1. To investigate the benefits of smartphone apps to businesses.
2. To investigate the competitive advantages that businesses enjoy with the use of smartphone apps in their day-to-day operations.

Literature Review and Conceptual Framework

The increased traffic of customers flowing to the businesses is a benefit of the smartphone apps. According to Narang and Chhonker (2020), smartphone apps enable businesses to target a larger market as customers have increasingly become digital. Therefore, the implementation of apps generates the traffic that businesses can leverage to improve their operations and compete better in the market.

Additionally, smartphone apps in the restaurant industry promote the customer's intention to purchase. According to Ignacia et al. (2018), the convenience in purchasing stemming from the smartphone apps psychologically appeals to target customers towards more purchase intentions. The increased customer purchase intentions will also be a competitive advantage for the business by increasing its perceived quality in customer service.

Moreover, smartphone apps enhance customer loyalty in the restaurant industry. According to Cha and Seo (2020), apps appeal to customers' decisions to be loyal to a business due to their convenience and perceived excellent customer service. Customer retention will be a competitive advantage for the business in the restaurant industry.



Essentially, the development of a smartphone app for the business is associated with various competitive advantages. The customers will experience convenience while enjoying the service delivery, have more efficient customer service, access a more available business and staff, and increase their intentions. With the central focus on improving the B2C interactions through the development and implementation of the app, the smartphone will promote the return on investments (ROI) and competitiveness in the restaurant industry.

Methodology

The research involves collecting qualitative information that will give a detailed account of the importance of smartphone apps to businesses in the restaurant industry and their competitive advantages over rivals. The collection of diverse information is relevant in addressing and understanding more complex issues regarding the competitive advantages of smartphone apps in the restaurant industry. The most appropriate method of collecting qualitative research to fulfill the research aims and objectives is reviewing

the literature related to the topic. The data collection technique is necessary to collect large amounts of information related to the use of smartphone apps in the restaurant industry which can be narrowed down to the relevant points for the case. The content analysis technique is relevant for the analysis of collected data as it sorts the available information into themes that are easy to follow and discuss the specific topic.

Results and Discussion

One of the study findings will be that smartphone apps increase the number of customers for restaurants. The enhanced traffic of consumers is based on the improved convenience of conducting various activities online. For instance, the online ordering and delivery of food enable the customers to do such activities at their places of residence, work, and recreation without physically visiting the business premises. The convenience is an instrumental part of the marketing for the business services improved by customers referring each other to the convenience in shopping.

Another finding will be that smartphone apps for a business influence the customers' decision to purchase. Typically, restaurant apps display the menu and even suggest meal combinations that may have the customer aiming to spend more. With the convenience of B2C interactions in the picture, the consumer intentions will lean towards making more and repeated purchases. That way, customers will favor the business, which will become a strategic advantage in the competition.

The study will also reveal that customer loyalty is an essential aspect of smartphone apps for the restaurant industry. The app will increase the customer service perception, enhance the availability of the business's products and services, enhance customers' purchase intentions and improve convenience, which will enhance customer loyalty and retention. Customer loyalty will also promote the business's competitive advantages, which will be tied to promoting its ROI and market positioning.

Conclusion

In conclusion, smartphone apps have transformed twenty-first-century business. They have improved B2C interactions by increasing convenience and promoting perceived quality, availability, and consumer purchasing intentions. Such benefits will promote the ROI and competitiveness of the business in the restaurant industry. That way, the smartphone app project will have strategic advantages for the business.

References

- Cha, S. S., & Seo, B. K. (2020). The Effect of Food Delivery Application on Customer Loyalty in Restaurant. *The Journal of Distribution Science*, 18(4), 5-12.
- Ignacia, S. N., Wiastuti, R. D., & Lemy, D. M. (2018). Restaurant Mobile Application towards Purchase Intention. *IJAST*, 117, 113-128.
- Narang, R., & Chhonker, M. S. (2020). Understanding food delivery-apps and FHRAI guidelines: A restaurant entrepreneur's perspective. *S No Paper & Author (s)*.