



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

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Instructions:

- اخر موعد للتسليم هو يوم الخميس ٢٠-٠٥-٢٠٢١ 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. وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط ١٢.
- 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

1.Introduction

From what we learned in Advanced Project Management about the communication on the project we found that there is a gap in communication in Isam Kairy Kabbani (IKK) Group.

We can improve this communication system by establishing a CRM (Customers Relationship Management) portal used to communicate between the companies.

Isam Kairy Kabbani (IKK) Group

The IKK Gathering is an expanded gathering regarding items administrations and geology working workings in the field of exchanging, assembling, and contracting. It is made from 60 free organizations. organization. These organizations work through 200 divisions, branches segmentation, leg and outlets that are spread scatter more than 13 nations covering all significant urban communities around there. The quantity of representatives' congresswoman comes to around 14,000 people working in all positions.

Group Vision

The Chemical group 's mission is to provide our character of the Arabian an Earthly concern with local and reliable armed service in a variety of specialized sector and vital ware, and to create respectable employ to chiliad of staff office, as well as in-house training to hundreds of young Arab grads in the technical and engineering sectors to the benefit of the IKK Group, the alum themselves and their own communities. Last, but not least, the Group aims at setting the good example of its basic and traditional business philosophy which has always been to: "Hire well, train well, pay well and goody well".

Group Mission

The Gathering's central goal is to give our piece of the Bedouin World with nearby and dependable administrations in an assortment of specific areas and imperative items and to make good work to a huge number of staff and in-house preparing for many youthful

Middle Easterners graduates in the specialized and designing areas to the advantage of the IKK bunch, the actual alumni, and their own networks.

2. Literature Review

IKK Group (Issam Khairy Kabbani) is a diversified group in terms of products, services and geography operating in the field of trade, manufacturing and contracting.

Kabbani Construction Group (KCG) is the contracting company of IKK Holding, one of the largest and oldest business enterprises in the Kingdom of Saudi Arabia. Founded in 1977 as a roof contractor, KCG has evolved and expanded over the years to become the largest sub-contractor specializing in waterproofing, concrete repair and maintenance, oilfield services, industrial insulation, airport construction and much more.

We worked in this research on a comprehensive study of KCG based on all those materials that we obtain from the company, we assessed the internal and external conditions of KCG using the SWOT survey, PESETL analysis, and Porter's five Forces analysis to look at strengths, weakness, opportunities, competitors and Threats to improve the Customer Relationship Management integration between More than 60 Companies.

We find out that one of the opportunities KCG can take advantage of is to propose a Communication system that will benefit companies

The Communication system will transform and transform our corporate system, handling interactions with customers and potential customers, and / or with partners, journalists and other people. It will be her target provide an appropriate and transparent system that improves the quality of the relationship between individuals remotely.

This change and the other additions of other changes and improvements will be discussed and presented in this project.

3.Methodology

Information Flow within an organization refers to the movement of instructions and communications within an organization.

There can be several directions in which it takes place within an organization such as downward, upward, horizontal, diagonal, and external.

Today's operations are swamped with data from multiple sources from every layer of the business.

Information sharing serves as an essential approach for the survival of enterprises and enabler of supply chain integration. Nowadays, with the advancement in information and communication technology, information sharing has become more conceivable.

Furthermore, information sharing in supply chains has become more efficient by the global introduction of long-term cooperation and coordination which leads ultimately to the improvement of companies' competitive advantages. There is a lack of information sharing within companies nowadays, which results in inefficiency of coordinating actions within the units in the company or organization.

To survive and compete in today's global economy, manufacturing sector strongly needs to create, share, and disseminate up-to-date and appropriate knowledge and information. For competitive advantages, many companies have now focused more on their supply chains and hence have thought of ways to improve their supply chain management. A supply chain is stays connected by flows of information, finance and material by the suppliers, producers, retailers, distributors, and customers.

We assessed the inner and outside conditions for Isam Kabbani Gathering utilizing SWOT investigation, Watchman five powers examination to consider the strength, shortcoming, openings, and dangers to improve Client Relationship and the board Coordination between 60+ Organizations.

The SWOT examination is an investigation of the current circumstance of the specialization and with the increment of the difficulties confronting huge organizations and future difficulties, which incorporate oil (strength, shortcoming, openings, and

dangers) and a plan that incorporates acknowledgment according to various perspectives from a scholastic and applied perspective.

The SWOT investigation illuminates the business area and exchange approach that decides the procedure of components at different scales. Additionally, it is in an innovative way that helps in setting the correct methodology for fruitful use.

The exploration group led an investigation of inside and outside information fixated on Isam Kabbani Gathering utilizing logical and designing techniques that will uphold the substance of the examination utilizing SWOT examination, PESETL investigation and Five Powers examination that attention on qualities, shortcomings, openings, and dangers for with challenges. That which faces the organization, which can have an extraordinary effect on improving in all regards and including.

4.Result & Discussion

4.1 SWOT Analysis

Summary of Isam Kabbani SWOT Analysis

Strength	Weakness	Opportunities	Threat
• High financial ability • Providing support for raw materials sources • Operational efficiency • Perception and understanding of implementing projects. • Branches expanded in countries more than 300 branch and outlet	• Lack of financial resources • Delayed suppliers for the huge quantity • Time challenges and crises faced by the project	• Governmental laws that encourage investment • Tax reductions or exemptions • Change in the needs and desires. • The lack of alternative markets	• Fierce competition • The consumer can purchase goods or services. • Government implementation of some policies • the difficulty of choosing the best source. • Negative changes in currency rates

4.2 Porter's Five Forces

We brainstormed the factors relevant to the market and the situation of the company, then checked the factors listed for strength in the chart above.

To understand and study the case of Isam Kabbani Company, we looked at each factor in turn, then wrote notes on this working paper.

Next, we wrote down the key factors in the worksheet, and summarized the gig force on the table.

Competitive Rivalry

- (Isam Kabbani & Partners) is a diversified company. It has expertise in manufacturing, trading, construction, and contracting. The company's manufacturing division includes steel products, storage tanks, boilers, pressure vessels, and more.
- This diversification in the provision of products and services to the company has made it in a great competitive platform masters and leaders in the field of their activities with their competitors that allows it to lead in the market and gives it the opportunity to win the bet in market prices.

This becomes clear from the company's business philosophy in the following:

- Maintain and Enforce High Standards of Ethical Conduct.
- Maintain a Strong “Quality Work Environment” and Demonstrate Care for Every Employee.
- Attract and Retain Contractors and acquire.
- even Customers with Products and Services of Consistently Superior Quality and Value.
- Maintain a Prudent, Results-Oriented Approach to Business that Builds Superior Shareholder Value Over the Long-Term.

Supplier Power

- Suppliers' materials, as KCG's biggest cost factor, are high on the risk assessment agenda. KCG purchases its products from the best-quality and most reliable suppliers.
- They have network optimized through their facilities.
- Warehouses located in the gulf region mainly in Riyadh, Jeddah, Dammam, Dubai, and Abu Dhabi
- The effective communication channels for operational improvements.
- IT infrastructure to support chain operations. In 57 outlets, 15 countries, and 4 Manufacturing facilities.

Buyer Power

- Customer diversification is cornerstone of the success stabilizing factor.
- KCG adopts a policy of strategic diversification to limit market and customer related risks.
- Geographical diversification is tremendously important in the construction industry.
- They recognize things do go wrong on occasions, in which customers may wish to complain.
- Thus, they have developed procedures to ensure all complaints are dealt with consistently, efficiently and in a timely manner. E-complaints could be the fastest choice for the customer to seek solutions. With e-complaints, they ensure customers are receiving fair and rapid resolution of their complaints.

Threat of Substitution

- The integration of the Kabbani Group in all its sectors lead to provide the best offers to customers, which saves them effort and time to provide services and products, which makes it difficult for its customers to find an alternative to them local market.
- They Offer Specialized Solutions with specialized services ranging from waterproofing to fireproofing to concrete repair.

Threat of New Entry

- At the present time it takes a lot of money and effort to enter the market and compete effectively with all Kabbani integrated services and products.

- They serve the entire Saudi market through their 17 companies that offer a wide variety of services and have an established regional presence by way of their numerous branches across the Kingdom, as well as the Middle East by their affiliates in the UAE, Egypt, Lebanon, Bahrain, Kuwait and Oman.

Table 4. Summary of Essam Kabani PORTER Five Forces Analysis

Supplier Power	Buyer Power	Threat of new Entrant	Threat of Substitution	Competitive Rivalries
57 outlet threat of New Entry ets 15 countries 4 Manufacturing facilities	Customer diversification E-complaints	17 companies numerous branches across the Middle East by their affiliates.	Integration of the Group sectors Specialized Solutions & services	Diversified company with smart business philosophy

5.Conclusion

5.1 Proposed CRM (Customers Relationship Management) System

Based on all that Materials and SWOT, PORTER, PESETL analysis, we find out the one of the opportunities that Issam Kabani can be utilized is to propose CRM system that will benefits that companies in:

- 1) The CRM System will change and transform our company system, and handle the interactions with clients and potential clients, and/or with partners, journalists, and other persons. Its objective will be to provide a convenient and transparent program which improves the quality of the relationship among individuals remotely.
- 2) The CRM will provide structure and coherency in the management of business contacts and potential contacts “Leads” obtained through any number of methods which can be entered into the system, assigned to responsible employees, and developed into clients, customers, or partners with a full record of all interactions.

- 3) The CRM will organize information about customers and the various interactions with them from the qualifying stage through closing of sales. The fundamental process which the CRM will enable is the development of a potential client (a sales 'lead') into a paying customer.
- 4) The CRM will form a contact base where the interaction and the history of contacts are managed and stored. All new events (phone calls, messages, meetings) connected with a contact or company will be easily logged and further interaction can be planned, including by using integrated tasks.
- 5) The CRM will contain instruments to create reports, import/export contacts, carry out analysis to perform segmentation of the target audience as precisely as needed. Incoming contacts or leads can be divided among business development managers and marketing campaigns can be analyzed, access permission to any deal or lead can be varied depending on its status or other parameters.
- 6) It is also envisaged that the CRM will be able to integrate with other systems, both current and future, to maximize data sharing and reporting. The CRM will be integrated with other sites like MEED Projects to dynamically create leads from the enquiries in MEED Projects website.

5.2 Features offered under CRM (Customers Relationship Management) system.

Lead

- Leads can be assigned various statuses which determine how the lead will progress through the CRM.
- A lead can either be removed from the system (junk) or converted to a Contact, Company, or Deal.

Contacts

- Contacts can be displayed in a list view where individual and mass operations are available, and contacts can be added, imported, or exported.
- Contacts can be opened from the list and further modified, converted, or have an event attached to them.

Companies

- Contain several contacts and deals, and their histories.

Deals

- Can be viewed in list form, edited, and exported.
- A deal can be added by hand or initiated through the conversion of a lead.

Activities (as shown in the below chart)

- “My Activities” has all the sales agent’s activities for all leads, contacts, and other CRM objects are listed.
- This list can be filtered and sorted so that the sales agent can immediately see what is of highest priority, and what specific task is at hand for clients, deals, etc.



Fig 1. Market share graphs

Quotes

- Creating a quote can be done from the main CRM menu, the Quote list, or from within a CRM object (Contact, Company, or Deal).
- Customizable fields
- Customizable statuses
- User can create a quote and send it CRM clients via email, download it as a PDF, or print it.
- Company logo, stamp, signature, and custom fields can all included in the printed form of the quote.

Calendar

- In CRM, personal calendars and workgroup calendars can be shared easily inside the system, with mobile devices and with Outlook. Use the convenient reminder features on events and tasks and never miss an important meeting.
- CRM supports an unlimited number of group calendars. You can create a calendar for your workgroup, department, division, or an entire company. Flexible permission rights determine who can view or add group calendar events.
- Private events can be created when it is necessary to reserve specific block of time without disclosing the exact nature of the appointment.
- Support multiple individual calendars for each of the existing event types; show them on a unified grid; save the most important calendars in Favorites for faster access.

Reports

- Standard reports
- Report builder for leads, deals, products, activities.
- Option to create customized reports.

Duplicate checker

- Works when new objects are created – Leads, Contacts, or Companies
- Searching and merging duplicate entries can be performed at any time.
- Records Management
- Manage record-based data, Suppliers' directories, product catalogs, expense items, etc.

Organization Management Overview Analytics

- Organization Management overview in CRM mainly shows graphical representation and mapping of sales, service, and marketing structure in the CRM organization model.

Details of organization management overviews

- **Leads this month:** Leads of each month can be viewed in numeric value by the users in the dashboard. By default, leads of present month will be shown.
- **Revenue this month:** Revenue of present month will be displayed in the dashboard.
- **Deals in pipeline:** This section in the dashboard will display projects that are in the pipeline with client details and project name.
- **Lead Generation Target:** This month's lead generation target of sales team will be displayed in the dashboard.
- **Revenue Target:** This month's revenue target of sales team will be displayed in the dashboard.
- **Lead Analytics:** Lead Analytics mainly displays report for the sales and marketing effort, by tracking the performance of the leads and conversion done by the team.

Lead analytics

- **Domain Statistics:** Graphical representation or pie chart is displayed to show statistical number of different domains/industries.
- **Sales funnel:** Visually represent the number of deals at various stages along with their amounts.

A quick look at the sales funnel gives an immediate account of transactions in progress and their respective stages. Stages can be added easily and each one appears in a separate line and different color. The length of the line corresponds to the total sum of the deals at that stage, and a table with the numeric values is displayed below the funnel. Importantly, CRM lets you have unlimited sales pipelines and build multiple sales funnels if you have several product lines or profit centers.

Deal Insights

Deal insights enable user to analyze below mentioned business progress:

- 1) Revenue flow (Gain & Loss): Revenue gained, and loss of present month will be viewed by default. User can view past month revenue insights by selecting calendar menu in the dashboard.
- 2) Deals created: Number of deals created in this month and past months will be displayed.
- 3) Deals in Pipeline: Number of deals in pipeline will be displayed and clicking this field will list down the deals (Name of the company & Other Contact Details).
- 4) Different stages of deals: Levels of each prospects like Qualification, Value Proposition, Identify Decision makers, Proposal/Price Quote, Negotiations etc. can be viewed.
- 5) Revenue from each team member: Revenue generated from each team member in the sales team will be displayed. Monthly sales status of each member can be viewed by clicking on the field.

Dashboard

Dashboards in CRM are instant snapshots of the most important sales activities. Each agent can see how many stacks they've won, how many node harbor 't been created new, agent's rating in comparability with other sales team extremity and so on

- Snapshots of the most important sales agreement activities
- Quite a little won
- Customer newly created
- Agent's rating in comparison with another sales team appendage

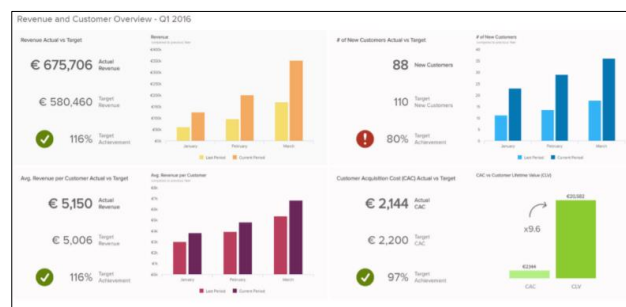


Fig 2. Revenue and customer overview

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