



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project(Spring 2021)

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Section	Date	Course
Code	Thursday	
Master	18 / 03 / 2021.	(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-08 في تمام الساعة 9 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 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. سيتمكن هذا التقرير من ثلاث إلى ست صفحات.

يجب أن يعالج تقريرك ~~كل~~ **أحد** 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..

Aster Star Project

Introduction

A project management is defined as the application of knowledge, skills, tools, instruments and techniques to project activities in order to achieve the requirements of the project. Project management is done through the application and combination of the numerous logically grouped project management procedures containing the 5 Process Groups: initiating, planning, executing, monitoring and controlling, and closing.

Aster Star is dedicated to offering a quality choice for people looking for plant and garden supplies, and serving contractors who require a dependable source of products. Aster Star offers a wide variety of plants, trees, vegetable plants, together with a selection of garden supplies. Most of the plants that are sold are going to be grown in Aster Star greenhouses. With a convenient location Aster Star aims to efficiently market to the residential customer, contractors and renters.

Aster Star would like to see a 5-10% increase in its customer base every year. The marketing strategy includes offering a staff with complete knowledge, reasonable prices, a great location, and top customer service.

Company Summary

Aster Star is the dream of vision of Abdulaziz Saud and Majed Abdullah, and it has been a project in the making for five years. Opening date of June of this year, Abdulaziz Saud and Majed Abdullah are looking for the dream of operating a nursery come to fruition. The project is located on the outskirts of Riyadh. Aster Star will focus on offering quality bedding, hanging, and vegetable plants, with a diversity of potted trees. The aim is to serve residential customers and landscaping contractors. Aster Star will also have a variety of garden accessories like as ponds, statues, potting soils, fertilizers, and garden tools. The start-up requirements will be \$120,000.

Start-up Summary

Aster Star start-up requirements come to \$120,000 that comprise the first month's rent of the land for the nursery. The regular rental fee is \$1,000 a month. The start-up costs will be financed completely by Abdulaziz Saud and Majed Abdullah.

Start-up Requirements	
Start-up Expenses	
Legal	\$1,000
Brochures	\$1,000
Insurance	\$1,000
Rent	\$1,500
Expensed Equipment	\$37,000
Total Start-up Expenses	\$41,500
Start-up Assets	
Cash Required	\$18,000
Start-up Inventory	\$25,500
Other Current Assets	\$0
Long-term Assets	\$15,000
Total Assets	\$58,500

Total Requirements	\$100,000
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Market Analysis Summary

Aster Star target market strategy is based on becoming an attractive choice for landowners, renters and landscape contractors in the Riyadh region. The target markets to follow are the residential customers who are looking for a wide diversity of plants and trees in order to beautify their homes or residences. Landscape contractors are going to be attracted by competitive prices and a varied inventory. People will want to shop at the location due to the superior customer service that will be offered.

Market Segmentation

The profile of the customer of Aster Star consists of the following geographic and demographic information:

Geographics

- The immediate geographic market is the Riyadh area with a population of around 7,400,000 people.
- A 100 Km geographic area would need our services, when we become a well-known organization.
- The total target market is estimated at 500,000 people.

Demographics

- Male and Female, married and single.
- Own or rent their houses or townhouses.
- Most work out of the home will be by choice in a variety of work environments.

Target Market Segment Strategy

The basis of Aster Star target market is being a resource for the people who look to buy flowers, trees, and shrubbery supplies. The marketing strategy centers / focuses around superior performance in the areas of:

- Customer service
- Large selection and fair pricing
- Quality products

Sales Strategy

The primary sales strategy includes these factors:

- Excellent customer service
- Excellent product knowledge
- Large and varied inventory
- Convenient location.

Sales Forecast

The sales forecast is broken down into two main income streams: the general public, and contractors. The sales forecast for the upcoming year is based on a modest development rate for sales. Being a start-up business Aster Star are projecting a growth rate of 15%, hoping the advertising is going to bring in new customers daily.

Sales Forecast	Year 1	Year 2	Year 3
Sales			
General Public	\$136,000	\$160,000	\$190,000
Contractors	\$180,000	\$216,000	\$260,00
Total Sales	\$316,000	\$379,200	\$455,040

Marketing Strategy

The marketing strategy is based on becoming an alternative for contractors and the general public in order to fill their plant and shrubbery requirement. The marketing strategy is based on greater performance in the following areas:

- Customer service
- Knowledgeable staff
- Reasonable prices
- Great site.

Management Summary

Owners Abdulaziz Saud and Majed Abdullah are going to supervise and manage all features of operation at Aster Star. Majed will be accountable for the ordering of garden supplies and tree stock with the maintenance of the greenhouses and Abdulaziz will be in charge of supervising staff and working with contractors and performing some of the ordering of merchandise.

Personnel Plan	Year 1	Year 2	Year 3
Owners	\$90,000	\$100,000	\$120,000
Full-time Employees	\$35,000	\$50,000	\$55,000
Part-time Employees	\$25,000	\$20,000	\$35,000
Total People	4	5	5
Total Payroll	\$150,000	\$170,000	\$210,000

Methodology

Aster Star purposes to experience a growth rate of 15% in sales for the second year of work and build upon that as the company develops. With creative marketing, and a

quality selection of plants and garden supplies for customers, Aster Star plans to have its presence recognized in the nursery community.

Results and Discussion

Food and plants are basic and vital elements, so much so that food as well as those offering food are valued and respected in the country. Aster Star is devoted to offering a wide variety of plants and trees in an aesthetic setting. Customer service is tremendously significant. Aster Star want each customer to having a nice and pleasant shopping experience, and it is the purpose of our staff to answer questions with expertise and to provide guidance when the feel it is required.

These are some of the prerequisites to be comprised in the vegetable business plan. In the future there is a lot of scope for development for the vegetable selling business, provided the business owner has a plans the business efficiently from the beginning.

References:

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- Population of the Riyadh region in Saudi Arabia as of mid 2018, by gender and nationality. <https://www.statista.com/statistics/616911/saudi-arabia-population-gender-and-nationality-in-riyadh-region>.
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- O'Hara, P. (1995). The Total Business Plan, John Wiley and Sons, New York.
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