1. BACKGROUND PROBLEM

I live in a small town called Adıyaman in southeast part of Turkey, which is around 200 km far from Syrian border and between 4 big cities. The population of my hometown is 632.148, the surface area of city 1.679km2. The city has some really popular touristic places. And that places gets visitors from all over the world. City growing quite fast, there are many new buildings and apartments build by government and private companies. Real Estate market has a good business potential in Adıyaman. But the market and system are not big enough. The city needs a better and more useful Real Estate Management system. That’s why I want to invest in that business.

1. THE GOALS

The main objective of this project is to build a Real Estate Agency Office that is adequate and integrated with a good information system. The Office will be rented as 30 m2 in the city center.

The office will be in the center of city, the location of office will be well known and for the office we should buy office components (The new furniture and computers etc.).

The project will be carried out within 6 months (from 01 January 2023 – 30 July 2023)

1. OBJECTIVES

Some of the objectives that will be accomplished in this project are listed below:

1. Looking for right location and office for renting.
2. Manage all official permissions related to open a Real Estate Agency Office.
3. Purchase all necessary furniture’s at office furniture provider companies.
4. Buy all the computer and network equipment at a computer store.
5. Buy all necessary devices for office from technical store.
6. Finding a Software Development company for creating website of Real estate agency office.
7. Finding an advertisement provider company for making advertisements in a city.
8. Recruiting office personnel: Accountants, Sales Specialists.
9. Conduct training of workers and employees.
10. STAKEHOLDERS

The following is a list of who will be involved in this project:

**The people who needs properties:** houses, accommodation, land, office, apartments, rooms (for rent and buy): The customers who will need Real Estate Agency Office.

**The people who want to sell or rent properties**: lands, houses, apartments, rooms etc.

**Recruitment Company:** Finding suitable employees for our Real Estate Agency office.

**Software company:** Related to the design and construction of web based Real Estate Agency information system.

1. SUCCESS CRITERIA [REQUIREMENT]

Here are a few success criteria for launching this project:

The project was completed right on schedule, and the costs incurred were still within the set budget.

There are no problems related to renting office and getting official permission.

Recruitment of Real Estate Office workers is carried out on time and get the right candidates.

The information system built can be used properly and according to Real Estate Agency needs.

All equipment purchased according to the budget and from trusted vendors.

The opening and inauguration of the Real Estate office went correctly.

1. PROJECT MAIN TASKS

Table 1 Project Main Task

|  |  |  |
| --- | --- | --- |
| **Task name** | **Duration** | **Responsibility** |
| **Looking for the right location to rent an office.** | **1 Week** | **Cumali Bereket (Entrepreneur)** |
| **Manage all official permissions related to open a Real Estate Agency Office.** | **2 Weeks** | **Cumali Bereket (Entrepreneur)** |
| **Purchase all necessary furniture’s at office furniture provider companies.** | **1 Week** | **Cumali Bereket (Entrepreneur)** |
| **Buy all the computer and network equipment at a computer store** | **2 Weeks** | **Cumali Bereket (Entrepreneur)** |
| **Buy all necessary devices for office from technical store.** | **1 Week** | **Cumali Bereket (Entrepreneur)** |
| **Finding a Software Development company for creating website of Real estate agency office** | **1 Month** | **Cumali Bereket (Entrepreneur),**  **Software Development Company** |
| **Finding an advertisement provider company for making advertisements in a city** | **1 Week** | **Cumali Bereket (Entrepreneur),**  **Advertisement provider company** |
| **Recruiting office personnel: Accountants, Sales Specialists.** | **1 Week** | **Cumali Bereket (Entrepreneur),**  **Recruitment Company** |
| **Conduct training of workers and employees.** | **3 Months** | **Cumali Bereket (Entrepreneur),**  **Software Development Company** |
| **Opening the Real Estate Agency Office** | **1 Day** | **Cumali Bereket (Entrepreneur)** |

1. MILESTONES

The following table displays the milestones from the active project.

The project will be started on the 01/01/2023

Table 2 Milestones

|  |  |  |
| --- | --- | --- |
| **Task name** | **Deadline** | **Deadline** |
| **Looking for the right location to rent an office.** | **2 Weeks** | **15/01/2023** |
| **Manage all official permissions related to open a Real Estate Agency Office.** | **2 Weeks** | **30/01/2023** |
| **Purchase all necessary furniture’s at office furniture provider companies.** | **1 Week** | **07/03/2023** |
| **Buy all the computer and network equipment at a computer store** | **2 Weeks** | **21/03/2023** |
| **Buy all necessary devices for office from technical store.** | **1 Week** | **30/03/2023** |
| **Finding a Software Development company for creating website of Real estate agency office** | **1 Month** | **30/04/2023** |
| **Finding an advertisement provider company for making advertisements in a city** | **1 Week** | **07/05/2023** |
| **Recruiting office personnel: Accountants, Sales Specialists.** | **2 Week** | **21/05/2023** |
| **Conduct training of workers and employees.** | **2 Months and 1 Week** | **29/07/2023** |
| **Opening the Real Estate Agency Office** | **1 Day** | **30/07/2023** |

1. PROJECT BUDGET

To open Real Estate Agency Office in Adıyaman Turkey, my budget for all the costs is around 175000 -200000 Turkish liras totally.

Table 3 Budget for the project

|  |  |
| --- | --- |
| **Task name** | **Cost** |
| **Looking for the right location to rent an office.** | **5000 tl** |
| **Manage all official permissions related to open a Real Estate Agency Office.** | **8000 tl** |
| **Purchase all necessary furniture’s at office furniture provider companies.** | **25000 tl** |
| **Buy all the computer and network equipment at a computer store** | **30000 tl** |
| **Buy all necessary devices for office from technical store.** | **20000 tl** |
| **Finding a Software Development company for creating website of Real estate agency office** | **15000 tl** |
| **Finding an advertisement provider company for making advertisements in a city** | **10000 tl** |
| **Recruiting office personnel: Accountants, Sales Specialists.** | **40000 tl** |
| **Conduct training of workers and employees.** | **20000 tl** |
| **Opening the Real Estate Agency Office** | **2000 tl** |
| **Total Spending** | **175000 tl** |

1. CONSTRAINTS

Sometimes in carrying out a project there are several obstacles or obstacles that can occur, as well as how the solutions will be offered:

Table 4 Constraints

|  |  |
| --- | --- |
| **What Could Go Wrong** | **Solutions** |
| The location of the Real Estate Agency Office is less strategic | Before Renting an Office, having enough knowledge about the city. Do a lot of research on the location , environment then when we rent an office for Real Estate Agency, it will be easy for customers and property owners to reach and easy to find. |
| Hard to Find Experienced Employees | Make agreements with recruitments companies and find suitable employees. |
| Office Components (Furniture’s, computers,  Networking devices etc.) cannot be purchased according to the schedule | We should order early, make agreements and make plans before ordering all stuff, get enough information about purchasing, select multiple vendors at once to avoid shortages of needed items. |
| Expenditure According to Our Budget | First of all, we should know all needs and components about our project. Pay attention to all the needs of the project. We shouldn’t buy anything that is not useful and we should be careful about our expenses. |
| Employees Doesn’t understand the new about our Real Estate Agency information system. | Provide employee training on information systems, city, location, environment that will be useful at the  Real Estate Agency. |

1. THREAT / RISK

Here are several project managements risks that might be faced when the project is started and how to deal with those risks.

1.Scope Creep Risk

The expense of new features, goods, or functionalities may result from uncontrolled and unapproved alterations to the project scope. There may be adjustments made to clinic construction during the project (adding rooms to buildings, adding tools, modifying information systems, etc.), but all alterations must be under control and must not go over the budget allotted So that the project can be completed on time.

2. Budget creep

A budget creep is closely connected to scope creep. Changes in project scope may undoubtedly have a negative impact on the project bottom line, but so can other reasons. Just like when we underestimate the amount of time or outside resources needed to finish the project, overly optimistic cost projections might cause a budget overrun. Unexpected changes in labor who will build the clinic or material costs do occur sometimes. We'll discuss these below. Poor planning almost always has an impact on the project budget, as may poor communication.

How to manage it:

Not all budget adjustments are out of the project manager's control. Do thorough study before presenting a completed budget and wait until the project plan and timeline are finished to submit it.

3. Poor scheduling

Successful project management depends heavily on project timing, and bad scheduling can expose the project to a variety of hazards. The process of scheduling entails drafting a document—often a digital one now—that specifies the project timeframe and the organizational resources needed to carry out each activity. Each team member must have access to the project schedule. It must be thorough and simple to comprehend because its goal is to provide important information to the team. There are eight phases to project scheduling, and while it might take some time, using the right tools will help to avoid numerous hazards that would otherwise affect the project.

How to manage it:

Making a project timeline requires careful preparation. Many project roadmap tools might be useful in helping to remain on track if the project is planned effectively. Depending on the size and complexity of the project, we could discover that a straightforward shared calendar works well. Some teams use Gantt charts for more complicated projects, while others use Kanban Boards.