

HOME

essentials

Group Members:

Full Name	Student's ID	Section
فيصل حامد أحمد الجعثمي	1945072	T13
عبد العزيز كمال فطاني	1945063	ADD
عبد المجيد علي الغامدي	1945162	T13

Content:

Business Case	2
Financial Analysis.....	4
Stakeholder Management Strategy.....	5
Stakeholder Register.....	6
Project Charter.....	7
Kick-off Meeting.....	8
Work Breakdown Structure.....	9
Team Contract.....	10
List of Prioritized Risks.....	11
Milestone Report.....	12
Status / Progress Report.....	13
Lessons-learned report.....	14
Description of each student's contribution to the project.....	15

Business Case

Date : 17/02/2021

Prepared by: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali

1.0 Introduction/ Background

Home Essentials main goal is to provide an application where customers can order Gas cylinders / water tankers / sewage trucks / and gallons of water, in a much quicker, modern and easy way

2.0 Business Objective

Home Essentials strategic goals include growth and profitability as well as serving Jeddah's community.

The board will support these goals by attracting more companies and signing contracts with them that starts with a low ad revenue at start, and continues to grow to a sensible amount that meets the two parties interests in 5 years time.

3.0 Current Situation and Problem/Opportunity Statement

People currently order Gas cylinders / water tankers / sewage trucks / gallons of water individually, And there's no platform that combines them all.

4.0 Critical Assumption and Constraints

Current employees must actively support the project, and it must pay for itself within three years, by advertising our application to a wide variety of people as it will have much better income if more people downloaded our application. as well as sponsoring more companies which will eventually help the application as it will provide more options for customers to choose from.

5.0 Analysis of Option and Recommendation

There are two options for addressing this opportunity:

- 1- Purchase access to specialized software to support this application with little in-house development.
- 2- Design and implement the application, using mostly existing hardware and software.

Based on discussions with stakeholders, we believe that option 1 is the best option.

6.0 Preliminary Project Requirements

The main features of the application include the following:

- 1- Ordering Gas cylinders / water tankers / sewage trucks / gallons of water.
- 2- Chatting with the customer service department.
- 3- Tracking your order.
- 4- Reviewing Gas cylinders / water tankers / sewage trucks / gallons of water companies.
- 5- Other features suggested by users, if they add value to the business.

7.0 Budget Estimate and Financial Analysis

A preliminary estimate of costs for the entire project is 205,400\$

This estimate is based on the project manager working about 25 hours per week for six months and other internal staff working a total of about 40 hours per week for six months.

The hourly rate for the other project team members would be 6\$ per hour.

The hourly rate for the project manager would be 12\$ per hour.

The initial cost estimate also includes \$10,000 for purchasing software and services from suppliers. After the project is completed, maintenance costs of \$40,000 are included for each year.

advertising our application will cost between \$5,000 and \$15,000 US Dollars (according to businessofapps.com).

Projected benefits are based on if for example we had 10 orders of gas cylinders, and each one would generate a profit of 1\$, in one day that will be 12\$, in one month that will be 360\$, in a year that will be 4,320\$. if we had 4 other gas cylinder companies, that will be 17,280\$ in a year.

Let's say that all of our services generated the same amount, that will generate a profit of 69,120\$ per year.

Projected benefits are also based on a small increase in profits due to new contracts with the businesses generated by signing a contract in the second year with companies that ask for 5,000\$ for advertisement, and the year after it'll be 10,000\$ and remains the same the years after. for our four services that will generate a profit of 80,000\$ for the first year, and 160,000\$ for the years after.

8.0 Schedule Estimate

The project will be completed within six months.

9.0 Potential Risks

This project carries several risks. The foremost risk is the lack of interest in the application by the clients.

10.0 Exhibits

Financial Analysis

Financial Analysis for Project Name						
Created by:						
Faisal Hamed						
Abdilaziz Kamal						
Abdulmajeed Ali		Date:				
Note: Change the inputs, shown in green below (i.e. interest rate, number of years, costs, and benefits). Be sure to double-check the formulas based on the inputs.						
Discount rate	10.00%					
Assume the project is completed in Year 0			Year			
	0	1	2	3	Total	
Costs	205,400	40,000	40,000	40,000		
Discount factor	1.00	0.91	0.83	0.75		
Discounted costs	205,400	36,400	33,200	30,000	305,000	
Benefits	0	69,120	149,120	229,120		
Discount factor	1.00	0.91	0.83	0.75		
Discounted benefits	0	62,899	123,770	171,840	358,509	
Discounted benefits - costs	(205,400)	26,499	90,570	141,840	53,509	NPV
Cumulative benefits - costs	(205,400)	(178,901)	(88,331)	53,509		
ROI	175%					
	Payback in Year 3					
Assumptions						
Enter assumptions here						

Stakeholder Management Strategy

Prepared by: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali

Date: 17/02/2021

Name	Level of Interest	Level of Influence	Potential Management Strategies
Faisal Hamed	High	High	I like to be involved in critical decisions where I can give key answers and solutions to vital problems. working in a team and managing the team is my highest priority.
Abdulaziz Kamal	High	High	Abdulaziz likes to be organized in his work, he also likes to use his time efficiently on any project.
Abdulmajeed Ali	High	High	Giving advice in important decisions and investment decisions, reviewing all contracts and reviewing all details - As a team member work in Teamwork based on plans and strategies.

Stakeholder Register

Prepared by: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali

Date: 17/02/2021

Name	Position	Internal/ External	Project Role	Contact Information
Abdulaziz Kamal	CEO	Internal	Sponser	1945063@uj.edu.sa
Faisal Hamed	PMO Director	Internal	Project Manager	1945072@uj.edu.sa
Abdulmajeed Ali	Business Analyst	External	Advisor	1945162@uj.edu.sa
Dr. Wafa Ghonaim	Main potential Investor	External	Investor	wghonaim@uj.edu.sa
Dr. Ryan Binlajdam	Main potential Investor	External	Investor	rbinlajdam@uj.edu.sa

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Project Charter

Project Title: Home Essentials Application

Project Start Date: 17/02/2021

Projected Finish Date: 17/08/2021

Budget Information: Approximately 205,400 US Dollars.

Project Manager: Faisal Hamed Aljaghathami, +966549024660, 1945072@uj.edu.sa

Project Objectives: Develop an application where you can order Gas cylinders / water tankers / sewage trucks / and gallons of water. The application will have helpful features such as chatting with the delivery agent, and tracking your order, as well as checking availability of your order.

Main Project Success Criteria: The project should pay for itself within three years of completion.

Approach:

- Develop a survey to determine critical features of the application and solicit input from the customers.
- Develop the application using an iterative approach, soliciting a great deal of user feedback.
- Determine a way to measure the value of the application in terms of reduced costs and new revenues, both during the project and one year after project completion.

Roles and Responsibilities

Role	Name	Organization/ Position	Contact Information
Sponser	Abdulaziz Kamal	CEO	1945063@uj.edu.sa
Project Manager	Faisal Hamed	PMO	1945072@uj.edu.sa
Advisor	Abdulmajeed Ali	Business analyst	1945162@uj.edu.sa

Sign-off: (Signatures of all above stakeholders. Can sign by their names in table above.)

Comments: (Handwritten or typed comments from above stakeholders, if applicable)

Just-In-Time Training Project Kick-off Meeting

Date 20/02/2021

Meeting Objective: Get the project off to a great start by introducing key stakeholders, reviewing project goals, and discussing future plans

Agenda:

- Background of project
- Review of project-related documents (i.e. business case, project charter)
- Discussion of project potential risks
- Discussion of project budget
- Discussion of project organizational structure
- Discussion of project scope, time, and cost goals
- List of action items from meeting

Action Item	Assigned To	Due Date
Increase the budget by 10K	Abdulaziz Kamal	03/03/2021
Discuss Project Objectives	Faisal Hamed	20/02/2021
Reduce the potential risks	Abdalmajeed Ali	09/03/2021

Date and time of next meeting:

17/03/2021 11:00 am

Work Breakdown Structure

Prepared by: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali

Date: 24/02/2021

1.0 Initiating

- 1.1 Identify key stakeholders
- 1.2 Prepare project charter
- 1.3 Hold project kick-off meeting

2.0 Planning

- 2.1 Hold team planning meeting
- 2.2 Prepare team contract
- 2.3 Prepare scope statement
- 2.4 Identify, discuss, and prioritize risks
- 2.5 Prepare schedule and cost baseline

3.0 Executing

- 3.1 Survey
- 3.2 User inputs
- 3.3 Project benefits measurement
- 3.4 Application content
 - 3.4.1 Ordering (Gas cylinders / water tankers / sewage trucks / and gallons of water)
 - 3.4.2 Tracking deliveries
 - 3.4.3 Chatting with the delivery agent
 - 3.4.4 Customer Support
 - 3.4.5 User request feature
- 3.5 Application construction
 - 3.5.1 Application design
 - 3.5.2 Application development
 - 3.5.3 Application programing
 - 3.5.4 Application testing

4.0 Monitoring and Controlling

- 4.1 Performance reports
- 4.2 Change requests
- 4.3 Progress reports

5.0 Closing

- 5.1 Prepare final project report
- 5.2 Prepare final project presentation

Team Contract

Project Name: Home Essentials

Project Team Members Names and Sign-off:

Name	Sign-off on Team Contract
Abdulaziz Kamal	Abdulaziz Kamal
Faisal Hamed	Faisal Hamed
Abdalmajeed Ali	Abdalmajeed Ali

Code of Conduct: As a project team, we will:

- Team members will be expected to be on time to all meetings.
- Focus on what is best for the entire project team.
- Keep other team members informed of information related to the project.

Participation: We will:

- Be open to new approaches and consider new ideas.
- Be honest and open during all project activities.
- Provide the opportunity for equal participation.

Communication: We will:

- We will hold monthly meetings.
- Present ideas clearly and concisely.
- The group will communicate via email or whatsapp.

Problem Solving: We will:

- Create a group to solve problems and deal immediately to solve them
- Reducing and modifying errors and problems
- Take advantage of mistakes and modifications with periodic maintenance

Meeting Guidelines: We will:

- Meet more frequently the first month.
- Arrange for telephone or videoconferencing for participants as needed.
- Record meeting minutes and send them via e-mail within 24 hours of all project meetings, focusing on decisions made and action items from each meeting.

List of Prioritized Risks for Home Essentials

Prepared by: Faisal Hamed / Abdulaziz Kamal / Abdulmajeed Ali

Date: 03/03/2021

Ranking	Potential Risk
1	Lack of interest by users
2	Lack of interest by partnerships
3	Security of application
4	Lack of money from the sponsor to develop the application
5	Miscalculation of time to complete the development of the application
6	Not providing an efficient search feature
7	Miscalculation of breaking even
8	Not being able to meet user's changing requirements
9	Not getting good feedback from the users
10	Having technical issues after releasing the application

HOME 
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Milestone Report

Prepared by: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali

Date: 09/03/2021

Milestone	Date	Status	Responsible	Issues/Comments
Initiating				
Key stakeholders identified	17/02/2021	Completed	Faisal and Abdilaziz	
Project charter signed	19/02/2021	Completed	Faisal	
Project kick-off meeting held	22/02/2021	Completed	Faisal	Went very well
Planning				
Team planning meeting held	23/02/2021	Completed	Faisal and Abdilaziz and Abdulmajeed	
Team contract signed	25/02/2021	Completed	Faisal	
Scope statement completed	27/02/2021	Completed	Faisal	
List of prioritized risks completed	01/03/2021	Completed	Faisal and Abdulmajeed	Reviewed with sponsor and team
Schedule and cost baseline completed	04/03/2021		Faisal And Abdilaziz	
Executing				
User inputs collected	16/03/2021		Abdulmajeed	Not enough input from the users
Project benefits measurement completed	07/03/2021		Faisal and Abdulmajeed	
Features completed	26/03/2021		Team work	
Application designed	06/05/2021		Team work	
Application development completed	07/06/2021		Team work	
Application programming completed	12/07/2021		Team work	
Application testing completed	19/07/2021		Team work	
Monitoring and controlling				
Progress reports completed	03/08/2021		Faisal and Abdilaziz	
Closing				
Final project report completed	10/08/2021		Faisal and Abdulmajeed and Abdilaziz	
Final project presentation completed	17/08/2021		Faisal and Abdulmajeed and Abdilaziz	

Status / Progress Report:

Project Name: Home Essentials Team Member Name: Faisal Hamed / Abdilaziz Kamal / Abdulmajeed Ali Date: 17/03/2021 Reporting Period: 1 month
Work completed this reporting period: Business Case. Stakeholder Management Strategy. Stakeholder Register. Project Charter. Financial Analysis. Kick-off Meeting. Work Breakdown Structure. Team Contract. List of Prioritized Risks. Milestone Report.
Work to complete next reporting period: Schedule and cost baseline. Collecting user inputs. Project benefits measurement. Features completed.
What's going well and why: All Team members are on time to all meetings. All Team members are focusing on what is best for the entire project team. All Team members are meeting frequently and discussing what's best for the project. Everything is going well because we have a very good team leader, time management and good communication between the team project.
What's not going well and why: Not enough time, as other team projects were busy, and the work was divided into smaller projects to help make the project before the deadline.
Suggestions/Issues: We think we will need more employees as work might start to pile up over the next stages especially in the executing phase.
Project changes: I think we will need to increase our budget by 10,000\$ to cover advertisement expenses.

Lessons-learned report

Project Name	Home Essentials
Project Sponsor	عبد العزيز كمال فطاني
Project Manager	فيصل حامد احمد الجعثمي
Project Advisor	عبد المجيد علي الغامدي
Project Dates	February 2 - August 12
Final Budget	\$ 220,000
Did the project meet scope, time, and cost goals?	We did meet the scope and time goals, but we had to put an extra 10,000\$ to cover advertisement expenses.
What were the success criteria listed in the project scope statement?	That the project should pay for itself within three years of completion.
Reflect on whether you met the project success criteria.	As stated above the project main success criteria was that it should pay for itself within three years of completion and we have begun writing the documentations of the project, and had some great feedback from the potential investors.
In terms of managing the project, what were the main lessons your team learned from this project?	<p>The Main lessons we learned:</p> <ul style="list-style-type: none"> - Learned how to calculate the needed functions to determine the success rate of a business. - Learned how to operate the needed softwares, such as: MS Project. - Learned how to manage projects, work distribution, define the benefits, and to clarify the idea accurately.
Describe one example of what went right on this project.	All Team members are meeting frequently and discussing what's best for the project.
Describe one example of what went wrong on this project.	Not enough time, as other team members were busy, and the work was divided into smaller projects to help make the project before the deadline.
What will you do differently on the next project based on your experience working on this project?	We will take into consideration the necessary functions and templates as they are important because they are organised and save time and effort.

Description of each student's contribution to the project

Full Name	Student's ID	Lab Section	Description of his effort in each lab
فيصل حامد احمد الجعثمي	1945072	T13	Business Case Financial Analysis Stakeholder Management Strategy Stakeholder Register Project Charter Kick-off Meeting Work Breakdown Structure Team Contract List of Prioritized Risks Milestone Report Status / Progress Report
عبد العزيز كمال فطاني	1945063	ADD	Business Case Stakeholder Management Strategy Stakeholder Register Project Charter Kick-off Meeting Work Breakdown Structure Team Contract List of Prioritized Risks Milestone Report Status / Progress Report
عبد المجيد علي الغامدي	1945162	T13	Business Case Financial Analysis Stakeholder Management Strategy Stakeholder Register Project Charter Kick-off Meeting Work Breakdown Structure Team Contract Status / Progress Report