



Faculty of Business and Economics

Business Department

Engineering Project Management

Course Project:

PAL HARVEST BRIDGE

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Introduction



Figure 1: PAL Harvest Bridge

Welcome to "**PAL Harvest Bridge**", a pioneering online marketplace that serves as a beacon of empowerment for Palestinian farmers. Our platform is more than just an online shop, it's a bridge that connects the rich agricultural heritage of Palestine with consumers across the globe.

Our mission is to support the hardworking Palestinian farmers by providing them with a platform to showcase and sell their high-quality products, from agricultural produce to artisanal goods and traditional products. By doing so, we aim to help them sustain their livelihoods and stimulate economic growth in the region.

"PAL Harvest Bridge" is not just about commerce, it's about connection. It's about bridging the gap between the local and the global, the traditional and the modern, the producer and the consumer. By choosing to shop with us, you are not just buying a product, you are supporting a farmer, a family, a community, an occupied farmer and a way of life.

Join us on this journey as we strive to create a sustainable future for Palestinian farmers and bring the taste of Palestine to your doorstep. Welcome to "**PAL Harvest Bridge**", the bridge to a world of authentic Palestinian produce.

1. Initiation Phase

1.1: Project Idea and Justification

1.1.1: Project Idea

The idea for "**PAL Harvest Bridge**", stems from the need to empower Palestinian farmers and provide them with a platform to showcase and sell their products to a global audience. The project aims to create an online marketplace that directly connects these farmers with international consumers, thereby facilitating the export of their high-quality agricultural produce, artisanal goods, and traditional products.



Figure 2: Palestinian Products

1.1.2: Project justification

1. **Economic Empowerment:** Palestinian farmers produce a variety of high-quality goods, but they often lack the resources and platform to reach a wider market due to Israeli Occupation. By providing an online marketplace, "PAL Harvest Bridge" can help these farmers increase their income and improve their living standards.



Figure 3 :Economic Figure

2. **Preservation of Traditional Crafts and Agriculture:** Many Palestinian farmers produce traditional goods and use farming methods that have been passed down through generations. By providing a market for these products, this project can help preserve these traditions and prevent them from being lost.
3. **Promotion of Palestinian Products:** Palestinian products are unique and of high quality, but they are often underrepresented in international markets. This project can help promote these products and raise their profile globally.

4. **Stimulating Local Economy:** By facilitating the export of local products, this project can stimulate the local economy and promote economic growth in the region.
5. **Creating Employment Opportunities:** The project could potentially create additional jobs related to the operation and maintenance of the online platform, as well as in packaging, shipping, and other related industries.
6. **Facing the obstacles of the occupation:** this project enables the export of Palestinian goods abroad and the dissemination of Palestinian culture to the whole world, which the occupation is trying to hide and blur its identity.



Figure 4 :Palestine Culture

1.2: Feasibility analysis report

1.2.1: Technical Feasibility

The project involves the creation of an online marketplace, which is a well-established technology. There are numerous examples of successful online marketplaces, which suggests that the project is technically feasible. However, specific technical considerations will include:

- The ability to create a user-friendly interface that can handle multiple vendors (the farmers) and a potentially large number of products.
- The need for a robust and secure payment system that can handle transactions in multiple currencies.
- The requirement for a reliable system to manage inventory, orders, and shipping.

1.2.2: Economic Feasibility

The economic feasibility of the project will depend on factors such as:

- The cost of developing and maintaining the online platform.
- The potential revenue from sales and any commission or fees charged to the farmers.
- The potential for growth in the market for Palestinian products.

1.2.3: Legal Feasibility

The project will need to comply with various laws and regulations, including:

- E-commerce regulations in the countries where the platform will operate.
- Import/export regulations for the countries where the products will be sold.
- Data protection and privacy laws.

1.2.4: Operational Feasibility

Operational feasibility refers to whether the project can be successfully implemented within the existing operational constraints. Key considerations include:

- The availability of farmers willing to sell their products on the platform.
- The ability to deliver products to international customers in a timely and cost-effective manner.
- The capacity to provide customer service, including handling returns and refunds.

1.2.5: Schedule Feasibility

The project's schedule feasibility will depend on the time required to develop the online platform, onboard farmers, and market the platform to potential customers. A detailed project timeline would be needed to assess schedule feasibility.

1.3: Project Concept Document

Overview of the Project:
"PAL Harvest Bridge" is an innovative online marketplace designed to empower Palestinian farmers by providing them a platform to showcase and sell their high-quality products to a global audience. The project aims to bridge the gap between these farmers and international consumers, thereby promoting economic growth in the region and preserving traditional Palestinian crafts and agriculture.
Purpose Statement:
The purpose of "PAL Harvest Bridge" is to create a sustainable and profitable channel for Palestinian farmers to reach global markets, thereby improving their livelihoods and stimulating the local economy.
Goals and Objectives of the Project:
<ul style="list-style-type: none">• Develop a user-friendly online platform that connects Palestinian farmers directly with global consumers.• Facilitate the export of high-quality Palestinian agricultural produce, artisanal goods, and traditional products.

- Promote Palestinian products and raise their profile globally.
- Stimulate economic growth in the region by providing a sustainable source of income for Palestinian farmers.

Selected Approach and Strategies for Implementing the Project:

The project will be implemented using an agile development approach, with regular feedback loops to ensure the platform meets the needs of both farmers and consumers. Marketing strategies will include social media promotion, partnerships with relevant organizations, and targeted advertising to reach potential customers.

Success Factors:

The success of the project will be measured by:

- The number of farmers using the platform.
- The volume of products sold through the platform.
- The revenue generated for the farmers and the platform.
- The growth in awareness and reputation of Palestinian products in international markets.

Financial Information and Resource Requirements:

The project will require funding for platform development, marketing, and ongoing maintenance. Detailed financial information and resource requirements will be determined during the planning phase.

Schedule Information:

The project is expected to take approximately 8-12 months from initiation to launch. A detailed project schedule will be developed during the planning phase.

Risk Information:

Potential risks include technical challenges in developing the platform, lower than expected demand for the products, difficulties in delivering products to international customers due to occupation , and legal or regulatory challenges. A detailed risk management plan will be developed to identify and mitigate these risks.

1.4: Project Charter

PROJECT CHARTER

1. General Project Information				
Project Name:	PAL Harvest Bridge			
Project Manager:	Jehad Hamayel			
Date Of Approval:	2-7-2023			
2. Project Team				
	Name	Department	Telephone	E-mail
Project Manager:	Jehad Hamayel	Engineering Dept.	0595453611	1200348@student.birzeit.edu
Major Members and Developers:	Abdullah Naser	Enginnering Dept.	0598813310	
	Hamza Awashra	Engineering Dept.		
	Hussein Radwan	Engineering Dept.		
Marketing Members:	-----	-----	-----	-----
	-----	-----	-----	-----
Customer Services Team:	-----	-----	-----	-----
	-----	-----	-----	-----
	-----	-----	-----	-----
3. Stakeholders (those with a significant interest in or who will be significantly affected by this project)				
Palestinian farmers				
Globe Consumers				
Project Team				
Project Sponsor				
Local Communities				
4. Project Scope Statement				
Project Purpose / Business Justification				
Palestinian farmers produce high-quality agricultural produce, artisanal goods, and traditional products. However, they often lack the resources and platform to reach a wider market. This limits their income potential and hampers economic growth in the region.				
Objectives (in business terms)				
The objective of the PAL Harvest Bridge project is to develop an online marketplace that empowers Palestinian farmers by providing them with a platform to showcase and sell their high-quality products. The project aims to onboard 500 Palestinian farmers within the first year of operation and attract 10,000 consumers across the globe within the first six months of launch				

Deliverables

1. A fully functional online marketplace for Palestinian farmers.
2. A comprehensive marketing strategy and promotional materials for the platform.
3. A customer support infrastructure and a trained support team.

Scope

The scope of the PAL Harvest Bridge project includes the following activities:

1. **Project Management:** Overseeing the planning, execution, and control of the project.
2. **Requirements Gathering:** Conducting stakeholder interviews, market research, and user surveys to gather detailed requirements for the platform.
3. **Platform Development:** Designing and developing the online marketplace, including database design, user interface design, front-end and back-end development, and integration and testing.
4. **Farmer Onboarding:** Registering farmers on the platform and assisting them in listing their products.
5. **Marketing and Promotion:** Developing and implementing a marketing strategy to attract customers to the platform.
6. **Customer Service:** Setting up a customer support infrastructure and handling customer inquiries and issues.

Out of Scope:

The following activities are out of scope for this project:

1. Physical distribution or delivery of the farmers' products.
2. Production or sourcing of agricultural products.
3. Legal or financial advice for the farmers.

Project Milestones

1. Completion of requirements gathering: 8 2023
2. Completion of platform development: 11 2023
3. Onboarding of first 100 farmers: 1 2024
4. Launch of marketing campaign: 1 2024
5. Official launch of the platform: 3 2024

Major Known Risks (including significant Assumptions)

Risk	Risk Rating (Hi, Med, Lo)
Technical Issues with the Platform	High
Low Adoption Rates by Farmers	Medium
Market Competition	Low
Occupational Risks	Hight
Many other risks will be included in planning phase	-----

Constraints

1. The project must be completed within a budget of approximately \$250,000. This includes all costs associated with platform development, marketing and promotion, farmer onboarding, customer service setup, and project management. The cost estimation is based on the hourly rates of the project team members and the estimated duration of each task.
2. The project timeline is fixed from July 2023 to March 2025. All project phases, including requirements gathering, platform development, farmer onboarding, marketing and promotion, and customer service setup, must be completed within this timeframe.
3. The project must comply with all relevant regulatory requirements, including data protection and privacy laws, e-commerce regulations, and agricultural product standards.

6. Sign-off

	Name	Signature	Date (MM/DD/YYYY)
Executive Sponsor			
Department Sponsor			
Project Manager			

7. Additional Information

Resources and Funding

- Resources: The project will require a team of web developers to build the online platform, a marketing team to promote the platform, and customer service representatives to handle user inquiries and issues. It will also require IT infrastructure to host the platform and store its data.
- Funding: The project will be funded by [source of funding]. The exact funding requirements will be determined during the planning phase and will cover the costs of development, marketing, customer service, and ongoing maintenance.

Authority and Responsibility

The Project Manager has the authority to manage the project, make decisions, allocate resources, and oversee the project to ensure it meets its objectives. The Project Manager is responsible for communication with stakeholders, managing risks, and ensuring the project stays on schedule and within budget.

Project Organization

6. Completion of requirements gathering: 2023
7. Completion of platform development: 2023
8. Onboarding of first 100 farmers: 2024
9. Launch of marketing campaign: 2024
- Official launch of the platform: 2024

Disaster Recovery

A disaster recovery plan will be developed to ensure the continuity of the platform in the event of a technical failure or other unforeseen event. This will include regular backups of the platform and its data, a plan for restoring the platform in the event of a failure, and a communication plan for informing users about any issues and how they are being resolved.

1.5: Stakeholder Register

1. Palestinian Farmers (Primary Stakeholders)

- **Interest:** High. The platform directly affects their business and income.
- **Influence:** High. Their participation is crucial for the success of the project.
- **Strategy:** Regular communication and involvement in the platform development process to ensure it meets their needs.

2. Global Consumers (Primary Stakeholders)

- **Interest:** Medium. They are the end-users of the platform.
- **Influence:** High. Their acceptance and usage of the platform will determine its success.
- **Strategy:** Market research to understand their needs and preferences, and regular updates about the platform's development and launch.

3. Project Team (Secondary Stakeholders)

- **Interest:** High. They are responsible for the successful execution of the project.
- **Influence:** High. Their skills and efforts directly impact the quality and success of the project.
- **Strategy:** Regular project updates, team meetings, and a clear delineation of roles and responsibilities.

4. Local Communities (Secondary Stakeholders)

- **Interest:** Medium. They benefit indirectly from the economic growth stimulated by the project.
- **Influence:** Low. They do not have a direct role in the project but their support can contribute to its success.
- **Strategy:** Community engagement and updates about the project's progress and benefits.

5. Project Sponsor (Secondary Stakeholders)

- **Interest:** High. They have a vested interest in the successful completion of the project.
- **Influence:** High. They provide the necessary funding and resources for the project.
- **Strategy:** Regular project updates and involvement in major project decisions.

1.6: Kickoff meeting

1. Welcome and Introductions (5 minutes)

Start the meeting by welcoming everyone and introducing the project team and stakeholders. This helps to establish a positive and collaborative atmosphere.

2. Project Overview (10 minutes)

Present an overview of the "PAL Harvest Bridge" project, including the business problem it aims to solve and the project objectives. This ensures everyone understands the purpose and goals of the project.

3. Project Scope and Deliverables (15 minutes)

Discuss the scope of the project, including what is included and what is not. Also, outline the key deliverables of the project. This helps to set clear expectations and prevent scope creep later in the project.

4. Project Timeline and Milestones (10 minutes)

Present the project timeline, including the key milestones and their expected completion dates. This gives everyone a clear understanding of the project schedule.

5. Roles and Responsibilities (10 minutes)

Clarify the roles and responsibilities of each team member and stakeholder. This ensures everyone knows what they are expected to do and who they can turn to for specific tasks or decisions.

6. Communication Plan (10 minutes)

Discuss how the team will communicate during the project, including the tools they will use, the frequency of updates, and who should be included in different types of communication. This helps to ensure effective and efficient communication throughout the project.

7. Risk Management (10 minutes)

Discuss potential risks that could impact the project and how they will be managed. This helps to prepare the team for any challenges they may face during the project.

8. Questions and Answers (15 minutes)

Allow time for questions and answers. This gives team members and stakeholders an opportunity to clarify any points of confusion and ensure they fully understand the project.

9. Next Steps (5 minutes)

End the meeting by outlining the next steps, including any immediate tasks that need to be completed. This ensures everyone knows what they need to do after the meeting.

10. Closing (5 minutes)

Thank everyone for their time and express your enthusiasm for the project. This helps to end the meeting on a positive note and build excitement for the project.

2. Planning Phase

2.1: Scheduling Process

2.1.1: Work Breakdown Structure (WBS)

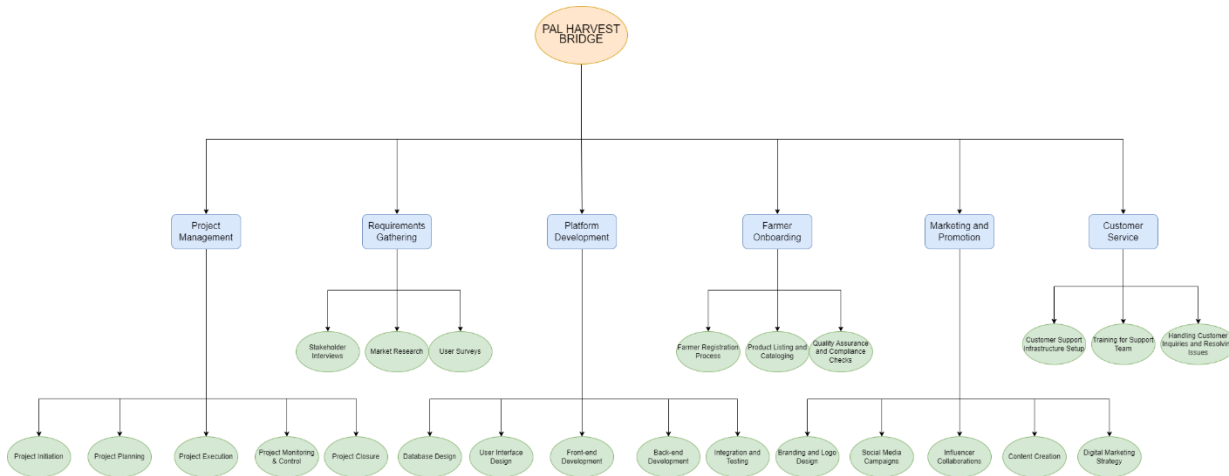


Figure 5: WBS for Project

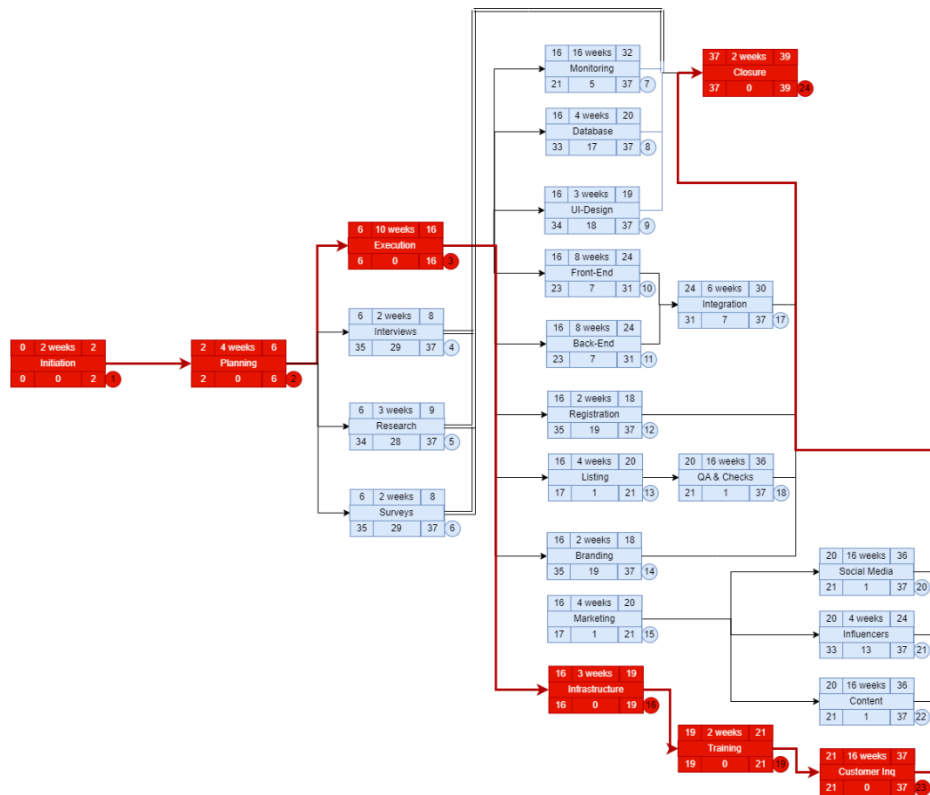


Figure 6: CPM Network diagram

The critical path : Initiation → Planning → Execution → Infrastructure → Training → Customer Inq → Closure(in red) with total duration = 39 weeks.

2.1.2: Activities duration and dependencies

Table 1: Activity Duration Table

Activity	Duration	Predecessor
Initiation	2 weeks	None
Planning	4 weeks	Initiation
Execution	10 weeks	Planning
Monitoring	**Ongoing	Execution
Closure	2 weeks	Monitoring
Interviews	2 weeks	planning
Research	3 weeks	planning
Surveys	2 weeks	planning
Database	4 weeks	Execution
UI-Design	3 weeks	Execution
Front-End	8 weeks	Execution
Back-End	8 weeks	Execution
Integration	6 weeks	Front-End, Back-End
Registration	2 weeks	Execution
Listing	4 weeks	Execution
QA & Checks	**ongoing	Listing
Branding	2 weeks	Execution
Marketing	4 weeks	Execution
Social Media	**ongoing	Merketing
Influencers	4 weeks	Merketing
Content	ongoing	Merketing

Infrastructure	3 weeks	Execution
Training	2 weeks	Infrastructure
Customer Inq	ongoing** we assume that equal 16 weeks	Training

2.1.3: Gantt Chart

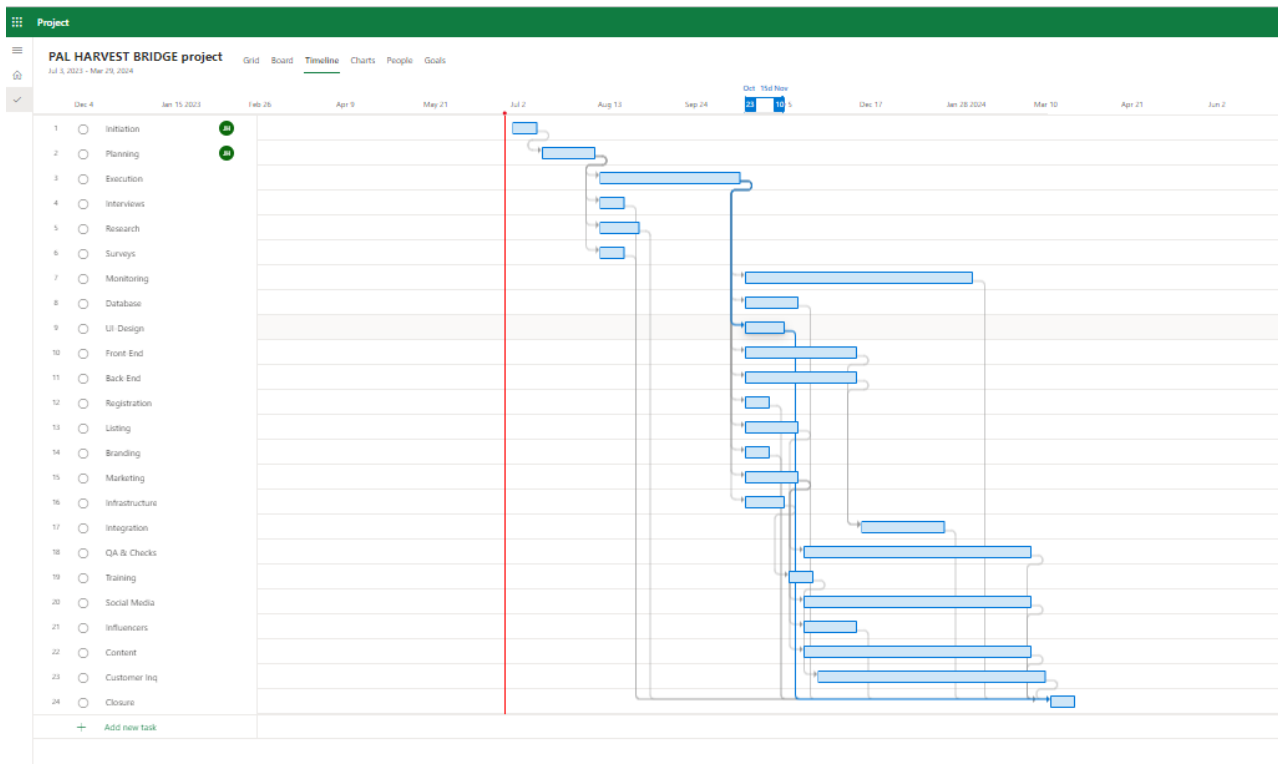


Figure 7: MS Project Gantt Chart

	Task Name	Resource Names	Duration	Start	Finish	Work
1	Initiation		2 wks	Sun 7/2/23 8:00 AM	Thu 7/13/23 5:00 PM	80 hrs
2	Planning		4 wks	Fri 7/14/23 8:00 AM	Wed 8/9/23 5:00 PM	160 hrs
3	Execution		10 wks	Thu 8/10/23 8:00 AM	Wed 10/18/23 5:00 PM	400 hrs
4	Interviews		2 wks	Thu 8/10/23 8:00 AM	Wed 8/23/23 5:00 PM	80 hrs
5	Research		3 wks	Thu 8/10/23 8:00 AM	Wed 8/30/23 5:00 PM	120 hrs
6	Surveys		2 wks	Thu 8/10/23 8:00 AM	Wed 8/23/23 5:00 PM	80 hrs
7	Monitoring		16 wks	Thu 10/19/23 8:00 AM	Wed 2/7/24 5:00 PM	640 hrs
8	Database		4 wks	Thu 10/19/23 8:00 AM	Wed 11/15/23 5:00 PM	160 hrs
9	UI-Design		3 wks	Thu 10/19/23 8:00 AM	Wed 11/8/23 5:00 PM	120 hrs
10	Front-End		8 wks	Thu 10/19/23 8:00 AM	Wed 12/13/23 5:00 PM	320 hrs
11	Back-End		8 wks	Thu 10/19/23 8:00 AM	Wed 12/13/23 5:00 PM	320 hrs
12	Registration		2 wks	Thu 10/19/23 8:00 AM	Wed 11/1/23 5:00 PM	80 hrs
13	Listing		4 wks	Thu 10/19/23 8:00 AM	Wed 11/15/23 5:00 PM	160 hrs
14	Branding		2 wks	Thu 10/19/23 8:00 AM	Wed 11/1/23 5:00 PM	80 hrs
15	Marketing		4 wks	Thu 10/19/23 8:00 AM	Wed 11/15/23 5:00 PM	160 hrs
16	Infrastructure		3 wks	Thu 10/19/23 8:00 AM	Wed 11/8/23 5:00 PM	120 hrs
17	Integration		6 wks	Thu 12/14/23 8:00 AM	Wed 1/24/24 5:00 PM	240 hrs
18	QA & Checks		16 wks	Thu 11/16/23 8:00 AM	Wed 3/6/24 5:00 PM	640 hrs
19	Training		2 wks	Thu 11/9/23 8:00 AM	Wed 11/22/23 5:00 PM	80 hrs
20	Social Media		16 wks	Thu 11/16/23 8:00 AM	Wed 3/6/24 5:00 PM	640 hrs
21	Influencers		4 wks	Thu 11/16/23 8:00 AM	Wed 12/13/23 5:00 PM	160 hrs
22	Content		16 wks	Thu 11/16/23 8:00 AM	Wed 3/6/24 5:00 PM	640 hrs
23	Customer Inq		16 wks	Thu 11/23/23 8:00 AM	Wed 3/13/24 5:00 PM	640 hrs
24	Closure		2 wks	Thu 3/14/24 8:00 AM	Wed 3/27/24 5:00 PM	80 hrs

Figure 8: MS Project Activity Duration

The working days: from Sunday to Thursday 8 hours per day.

From 8:00 AM to 12:00 PM and from 1:00 PM to 5:00 PM.

2.1.4: Cost Estimation and Budget

Resources of the project:

- Project Manager: \$50/hour
- Business Analyst (for Requirements Gathering): \$40/hour
- Software Developer (for Platform Development): \$60/hour
- Marketing Specialist: \$40/hour
- Customer Service Representative: \$30/hour
- Each task is assumed to be a 40-hour work week.

Here's a rough cost estimation:

Table 2: Cost Estimation Table

Tasks	Cost (\$) = (weeks*\$ /hour*hours)
1. Project Management	Total=\$68000
Project Initiation	2 weeks * \$50/hour * 40 hours = \$4000
Project Planning	4 weeks * \$50/hour * 40 hours = \$8000

Project Execution	$10 \text{ weeks} * \$50/\text{hour} * 40 \text{ hours} = \20000
Project Monitoring & Control	$16 \text{ weeks} * \$50/\text{hour} * 40 \text{ hours} = \32000
Project Closure	$2 \text{ weeks} * \$50/\text{hour} * 40 \text{ hours} = \4000
2. Requirements Gathering	Total=\$11200
Stakeholder Interviews	$2 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \3200
Market Research	$3 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \4800
User Surveys	$2 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \3200
3. Platform Development	Total=\$69600
Database Design	$4 \text{ weeks} * \$60/\text{hour} * 40 \text{ hours} = \9600
User Interface Design	$3 \text{ weeks} * \$60/\text{hour} * 40 \text{ hours} = \7200
Front-end Development	$8 \text{ weeks} * \$60/\text{hour} * 40 \text{ hours} = \19200
Back-end Development	$8 \text{ weeks} * \$60/\text{hour} * 40 \text{ hours} = \19200
Integration and Testing	$6 \text{ weeks} * \$60/\text{hour} * 40 \text{ hours} = \14400
4. Farmer Onboarding	Total=\$26400
Farmer Registration Process	$2 \text{ weeks} * \$30/\text{hour} * 40 \text{ hours} = \2400
Product Listing and Cataloging	$4 \text{ weeks} * \$30/\text{hour} * 40 \text{ hours} = \4800
Quality Assurance and Compliance Checks	$16 \text{ weeks} * \$30/\text{hour} * 40 \text{ hours} = \19200
5. Marketing and Promotion	Total=\$67200
Branding and Logo Design	$2 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \3200
Digital Marketing Strategy	$4 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \6400
Social Media Campaigns	$16 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \25600
Influencer Collaborations	$4 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \6400
Content Creation	$16 \text{ weeks} * \$40/\text{hour} * 40 \text{ hours} = \25600

6. Customer Service	Total=\$25200
Customer Support Infrastructure Setup	3 weeks * \$30/hour * 40 hours = \$3600
Training for Support Team	2 weeks * \$30/hour * 40 hours = \$2400
Handling Customer Inquiries and Resolving Issues	16 weeks * \$30/hour * 40 hours = \$19200

Please note that these are rough estimates, and the actual costs may vary. It's also important to include a contingency budget for unexpected costs.

The total cost of the project:**267600\$**

2.2: HR Plan

2.2.1: Project Management Team:

This team will be responsible for overseeing the entire project, ensuring that all tasks are completed on time and within budget. They will also be responsible for communication between different teams and stakeholders.

Project Manager: The project manager will be responsible for the overall management and coordination of the project. They will set the project schedule, manage resources, and oversee the execution of the project plan.

Assistant Project Manager: The assistant project manager will support the project manager in their duties, taking over when necessary and handling any additional tasks as required.

2.2.2: Requirements Gathering Team:

This team will be responsible for understanding the needs of the Palestinian farmers and the consumers who will use the platform.

Business Analysts: Business analysts will conduct interviews, market research, and user surveys to gather requirements for the platform.

2.2.3: Platform Development Team:

This team will be responsible for the technical development of the online marketplace.

Database Designers: They will design the database structure that will store all the data for the platform.

User Interface Designers: They will design the user interface, ensuring it is user-friendly and intuitive.

Front-end Developers: They will implement the user interface design, creating the parts of the website that users interact with.

Back-end Developers: They will implement the server-side logic, creating the underlying functionality of the website.

2.2.4: Farmer Onboarding Team:

This team will be responsible for registering farmers on the platform and helping them list their products.

Onboarding Specialists: They will work directly with farmers to help them register and list their products on the platform.

2.2.5: Marketing and Promotion Team:

This team will be responsible for promoting the platform and attracting customers.

Marketing Specialists: They will develop and implement the marketing strategy, manage social media campaigns, collaborate with influencers, and create content.

2.2.6: Customer Service Team:

This team will be responsible for supporting customers who use the platform.

Customer Service Representatives: They will handle customer inquiries and resolve any issues that arise.

Each team member will need to be trained on the mission and values of "PAL Harvest Bridge" to ensure they understand the importance of their work and how it contributes to supporting Palestinian farmers. Regular team meetings and updates will be necessary to ensure everyone is on the same page and working towards the same goals.

2.3: Communication Plan

1. **Project Team Meetings:** These will be held on a regular basis (for example, weekly) and will involve all team members. The purpose of these meetings will be to discuss the progress of the project, address any issues or challenges, and plan for the upcoming tasks. The Project Manager will lead these meetings.
2. **Stakeholder Updates:** Regular updates will be provided to stakeholders, including senior management and any external partners or sponsors. These updates will typically be in the form of a written report and will highlight the progress of the project, any major issues or risks, and the plan for the next period.
3. **Farmer Communication:** Regular communication will be maintained with the farmers who are participating in the platform. This could include updates on the progress of the platform, training on how to use the platform, and gathering feedback on their experience. The Farmer Onboarding Team will be primarily responsible for this communication.
4. **Customer Communication:** Once the platform is live, regular communication will be maintained with customers. This could include updates on new products or features, promotional campaigns, and gathering feedback on their experience. The Marketing and Promotion Team and the Customer Service Team will be primarily responsible for this communication.
5. **Team Communication:** Day-to-day communication within the team will be facilitated through a combination of email, instant messaging, and project management tools. This will ensure that all team members are kept up-to-date on the project and can collaborate effectively.
6. **Issue and Crisis Communication:** In the event of any major issues or crises, a clear communication plan will be in place. This will involve promptly informing all relevant parties,

clearly explaining the nature of the issue and the steps being taken to address it, and providing regular updates until the issue is resolved.

7. **End of Project Review:** At the end of the project, a final review meeting will be held with all team members and stakeholders. This will be an opportunity to reflect on the project, discuss what went well and what could be improved, and plan for the future of the platform.

2.4: Procurement Plan

1. **Identify Procurement Needs:** The first step is to identify what goods, services, or resources will need to be procured for the project. This could include software licenses, hardware, external consultancy services, or other resources.
2. **Develop Procurement Specifications:** For each item that needs to be procured, develop a detailed specification. This should include the quantity, quality, and any other requirements for the item.
3. **Identify Potential Suppliers:** Research potential suppliers who can provide the required items. This could involve online research, asking for recommendations, or issuing a Request for Information (RFI).
4. **Request Quotes:** Contact the identified suppliers and request quotes for the required items. This could involve issuing a Request for Proposal (RFP) or a Request for Quotation (RFQ).
5. **Evaluate Suppliers and Select:** Evaluate the quotes received based on price, quality, delivery time, and other relevant factors. Select the supplier that offers the best value.
6. **Contract Negotiation and Signing:** Negotiate the terms of the contract with the selected supplier and sign the contract.
7. **Manage the Supplier Relationship:** Once the contract is in place, manage the relationship with the supplier. This includes monitoring their performance, resolving any issues, and making payments as required.
8. **Review and Closeout:** At the end of the contract, review the supplier's performance and formally close out the contract.

2.5: Quality Plan

Quality Objectives: Define the quality objectives for the project. This could include objectives related to the functionality of the platform, the user experience, the reliability of the service, and the satisfaction of the farmers and customers.

Quality Standards: Identify the quality standards that the project will adhere to. This could include industry standards, best practices, or internal company standards.

Quality Assurance: Implement quality assurance activities to ensure that the quality standards are being adhered to. This could include regular reviews of the project's outputs, audits of the project's processes, or other quality checks.

Quality Control: Implement quality control activities to identify and correct any quality issues. This could include testing of the platform, review of the products listed by farmers, or monitoring of customer feedback.

Continuous Improvement: Implement a process for continuous improvement. This could involve regularly reviewing the project's performance, identifying areas for improvement, and implementing changes to improve quality.

Quality Training: Provide training to all team members on quality standards and processes. This will ensure that everyone understands the importance of quality and their role in achieving it.

Quality Documentation: Document all quality-related activities and decisions. This will provide a record of the project's commitment to quality and will be useful for future reference or audits.

2.6: Risk Plan

The risk management plan for the "PAL Harvest Bridge" project will involve identifying potential risks that could impact the project, assessing their likelihood and potential impact, and developing strategies to mitigate or manage these risks. This could include risks related to technology, suppliers, market acceptance, regulatory compliance, and others. Regular risk reviews will be conducted throughout the project to monitor the identified risks and identify any new risks. Contingency plans will be developed for high-impact risks to ensure that the project can respond effectively if these risks occur. The goal of the risk management plan is to proactively manage risks to minimize their impact on the project's objectives.

In the following table, we summarize some of the risks that are associated with our project:

Table 3: Risk Mitigation Actions

Description	Likelihood	Impact	Mitigating Actions
Technology infrastructure failure	Low	Very High	Implement regular backups and data recovery processes
Changes in government regulations or policies	Medium	Medium	Stay informed about relevant regulatory updates
Market competition intensifies	low	Medium	Conduct market research to stay updated on competitors
Supplier fails to meet quality standards	Medium	High	Establish clear quality requirements and specifications
Insufficient resource allocation or availability	Medium	Medium	Conduct a thorough resource assessment and planning

3. Executing Phase

3.1: Project Management

The Project Manager will oversee the execution of all project tasks according to the project plan. They will coordinate with all team members, manage resources, and ensure that tasks are completed on time and within budget. Regular project team meetings will be held to discuss progress and address any issues.

3.2: Requirements Gathering

The Business Analysts will conduct stakeholder interviews, market research, and user surveys to gather detailed requirements for the platform. The findings will be documented and shared with the Platform Development team.

3.2.1: Platform Development:

The Platform Development team will begin the technical development of the online marketplace. This includes database design, user interface design, front-end and back-end development, and integration and testing. The team will follow the quality plan to ensure that the platform meets the required standards.

3.2.2: Farmer Onboarding:

The Farmer Onboarding team will start the process of registering farmers on the platform and helping them list their products. They will communicate regularly with the farmers to provide updates and gather feedback.

3.2.3: Marketing and Promotion:

The Marketing and Promotion team will start implementing the marketing strategy. This includes branding and logo design, setting up social media campaigns, collaborating with influencers, and creating content. They will also start promoting the platform to attract customers.

3.2.4: Customer Service:

The Customer Service team will set up the customer support infrastructure and start training the support team. They will be ready to handle customer inquiries and resolve issues once the platform goes live.

3.2.5: Procurement:

The Project Manager will oversee the procurement of any necessary goods, services, or resources according to the procurement plan.

3.2.6: Risk Management:

The Project Manager will regularly review the risk register, monitor the identified risks, and implement the risk management strategies as needed. Any new risks that arise during the Execution phase will be added to the risk register.

3.2.7: Communication:

Regular updates will be provided to all stakeholders, including team members, senior management, farmers, and customers. This will be done according to the communication plan.

3.2.8: Quality Management:

The Project Manager and the Quality Assurance team will conduct regular quality checks to ensure that the project outputs meet the required standards. Any quality issues will be addressed promptly.

4. Monitoring and Controlling Phase

The Monitoring and Controlling phase of the project involves tracking, reviewing, and regulating the progress and performance of the project, ensuring that everything is in line with the project management plan. Here's a detailed breakdown of the Monitoring and Controlling phase for the "PAL Harvest Bridge" project:

4.1: Scope Monitoring and Control

The Project Manager will continuously monitor the project to ensure that all work being done aligns with the defined project scope. Any requests for changes or additions to the project scope will be evaluated through a formal change control process. This ensures that the project remains focused on its original objectives and prevents scope creep.

4.2: Cost Monitoring and Control

The Project Manager will track project expenditures to ensure they are within the defined budget. Regular financial reports will be prepared to compare actual spending against the budget. If costs are higher than expected, the Project Manager will identify the cause and take corrective action, such as adjusting resources or renegotiating supplier contracts.

4.3: Schedule Monitoring and Control

The Project Manager will monitor the project schedule to ensure that tasks are completed on time. If any tasks are behind schedule, the Project Manager will identify the cause and take corrective action, such as reallocating resources or adjusting the schedule. The use of project management software can help with tracking tasks and identifying any delays.

4.4: Quality Monitoring and Control

The Quality Assurance team will conduct regular quality checks to ensure that the project outputs meet the required standards. They will use the quality plan as a guide for what to check and how to check it. Any quality issues will be logged and tracked until they are resolved. If there are recurring quality issues, the Quality Assurance team will review the processes and take corrective action to prevent the issues from happening again.

5. Risk Scenario and How to deal with it

A key risk for the "PAL Harvest Bridge" project could be the potential for low adoption rates by farmers. If farmers do not register on the platform or list their products, the platform will not have the supply needed to attract customers.

Solution: To mitigate this risk, the project team could implement several strategies:

1. **Engagement and Training:** Conduct extensive outreach to farmers to explain the benefits of the platform and provide training on how to register and list products. This could be done through workshops, webinars, or one-on-one sessions.
2. **Incentives:** Offer incentives to early adopters, such as reduced fees or promotional features on the platform. This could encourage more farmers to register and list their products.
3. **Support:** Provide ongoing support to farmers once they have registered. This could include a dedicated support line or online resources to help them make the most of the platform.
4. **Feedback:** Regularly gather feedback from farmers and make improvements to the platform based on their suggestions. This will show farmers that their input is valued and can help to improve the platform to better meet their needs.

6. Working Hours

1. **Project Management Team:** The Project Manager and Assistant Project Manager will typically work full-time hours, Monday to Thursday, approximately 8 hours per day. Given the nature of their role, they may occasionally need to work outside of these hours to manage any urgent issues or to communicate with stakeholders in different time zones.
2. **Requirements Gathering Team:** The Business Analysts will also work full-time hours, Monday to Thursday. Their work may involve conducting interviews or surveys, which could occasionally require flexibility in their schedule to accommodate the availability of the participants.
3. **Platform Development Team:** The Developers, Designers, and Testers in this team will typically work full-time hours, Monday to Thursday. However, during critical phases of the project, such as the launch of the platform or major updates, they may need to work additional hours to ensure everything goes smoothly.
4. **Farmer Onboarding Team:** The Onboarding Specialists will work full-time hours, Monday to Thursday. They may need to have flexible schedules to accommodate the needs of the farmers, who might be available for meetings or training sessions at various times.
5. **Marketing and Promotion Team:** The Marketing Specialists will work full-time hours, Monday to Thursday. They may occasionally need to work outside of these hours for specific campaigns or events.
6. **Customer Service Team:** The Customer Service Representatives will work in shifts to ensure that customer support is available during the hours when customers are most likely to be using the platform. This could include evenings or weekends, depending on the usage patterns of the customers.

7. References

[1] Project Management for Engineering and Technology by David L. Goetsch.