**Executive Summary**

**Project Management Department Proposal**

Written Assignment 1

Ghulam Zikria Takamul

BUS 5611-01 Managing Projects and Programs - AY2024-T5

MBA, University of People

**June 2024**

In light of the fact that the company has shifted its primary emphasis from retail software creation to additionally include significant client assistance, it has become absolutely necessary to establish a specialist department that is dedicated to project management.With an eye on improving customer happiness, streamlining resource management, and enhancing the success rate of our projects, our proposal seeks to highlight the need of establishing such a department within our operations.

**Introduction**

Our company has shown outstanding expertise in the design of software throughout its history, and we have provided retail businesses with solutions that are at the cutting-edge of technology. Despite this, the necessity for coordinated project management has become absolutely necessary as a result of our expansion and the increasing complexity of the criteria that our customers have specified. We are able to ensure the timely delivery of our projects, stick to the limits of our budget, and exceed the expectations of our customers because we have included a specialist Project Management Department.

1. **Improved customer satisfaction**

**Objective**: Enhance customer retention and satisfaction scores by 15% throughout the first year of execution.

* Strategic Alignment: Establishing a Project Management Department will ensure that each customer has a designated point of contact, which will enhance communication and enable individualized service provision.
* Advantages
  + Guarantees that every customer is provided with a uniform and exceptional quality of service and maintains project coherence from beginning to end.
  + Enhancing engagement throughout the project, guaranteeing that client input is included and promptly addressed.

1. **Enhanced Resource Allocation**

**Objective**: Attain a 10% decrease in resource inefficiency and a 10% enhancement in project completion speed.

* Effective Resource Allocation: Project managers will have comprehensive supervision of all resources, enabling them to allocate resources strategically and minimize periods of inactivity.
* Advantages
  + Improved resource allocation will immediately decrease project expenses by eliminating inefficiencies and guaranteeing effective use of manpower and technology resources.
  + Teams will be allocated tasks that correspond to their expertise and backgrounds, resulting in enhanced project implementation.

1. **Enhanced Project Success Rates**

**Objective**: Increase the project success rate to 90% during the first 18 months.

* The implementation of methodology: Various standardized project management approaches, such as Agile or Waterfall, will be applied to accommodate diverse project requirements.
* Advantages
  + By standardizing procedures, the predictability of results may be enhanced, and the quality of deliverables can be improved.
  + Risk management is the proactive identification and mitigation of risks, which helps to decrease the probability and consequences of future setbacks.

**Implementation Strategy**

* Phase 1 includes hiring competent project managers and establishing the department.
* Phase 2 will include the creation of project management procedures and the implementation of training programs.
* Phase 3 involves the complete execution and integration of the project with current initiatives, and it is scheduled to take place in the third quarter.
* Phase 4 involves evaluating and improving processes based on the first results achieved in the fourth quarter.

**Financial considerations**

Preliminary capital will be necessary to establish the department, acquire skilled personnel, and provide training. After the department's establishment receives first approval, a comprehensive budget will be provided.

**Conclusion**

The establishment of a Project Management Department is very necessary in order to broaden the scope of our business operations and enhance our degree of competitive advantage in the software sector. We are able to construct a firm foundation for long-term growth and continued innovation if we place a high priority on the satisfaction of our customers, the effective deployment of our resources, and the successful completion of our projects.

**References**

* Project Management Institute. (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide) (6th ed.). Newtown Square, PA: Project Management Institute.
* Project Management Institute. (n.d.). The value of project management. Project Management Institute, Inc. Retrieved from <https://www.pmi.org/-/media/pmi/documents/public/pdf/white-papers/value-of-project-management.pdf>