



# Youth Employment

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**Project Manager:** Nuha Alrashed

**Course:** MIS 460 project management

**Section:** 53518, Sun-Tue-Thurs 8:00-9:00 AM

**Submission Date:** April 16th, 2020

**Supervised by:** Dr. Monira Aloud

**Google site:** [youth-employment](#)

**Minutes of meetings:** [Meetings](#)

## Part 3: Executing

### Business plan

#### 1) Executive summary

In order to contribute to social responsibility in Saudi Arabia, we are developing a website that provides businesses a solution for employers to hire the right candidate quickly and to help job seekers to find the job they want. It will empower young Saudi students to join the labor market, which will benefit in improving and contributing to the kingdom's growth. The website will be the interface for job seekers and job creators, students can apply for jobs by uploading their resumes, and employers can choose one of the services provided by Youth Employment to find applicants. The budget for the project is 100,000 SR.

Our goal is to complete this project within 1 year and not exceed the budget limit. The project sponsor, Saleh Mohammed, has emphasized the importance of the project to meet the triple constraints goals, satisfying the needs and expectations of stakeholders, and meeting the main goal which is to link students with the labor market, and match the skills with the requirements in a fast and creative way.

#### 2) Company description

Youth Employment offers a solution for young adults especially students as well as businesses in the retail and service industry to hire quickly and reach faster to the right candidate. Whether you are an employer with a critical staffing need or a student who is seeking a part-time job, we can help you achieve your goals.

**Our mission** is to create the opportunity for the youth to join the labor market and empower them to contribute to the kingdom's growth.

#### 3) Product and services

For students, we provide the best part-time jobs that suit them, all they need is to submit their resumes and schedules through the website and we will connect them with the employer.

On the other hand, for employers we will offer two services, the first service is: client will pay for a single contract (per employee) when the employer has a clear position to be filled, the client can contact us, and we will use our database to support and expedite the process for our client to find the perfect match for the available position. The second service is: clients will pay monthly fees (continuous services) when the employer aims to acquire talented people and wants to receive continuous alerts for potential employees who match the company's operations.

#### 4) Marketing plan

Students in Saudi Arabia are looking for part-time jobs to fill their free time and to have some experiences in different areas to help them in their upcoming careers. Also, companies are continuously looking to attract talent and to effectively employ the right candidate.

We will focus on the target audience of ages 13 to 23. By promoting the website through various marketing approaches like Google ads, Social media ads, and collaborating with universities and participating in the upcoming events. We will use a budget of 240,000 to perform the marketing plan.

To ensure clients are interested in our services, we will measure customer satisfaction by getting feedback along with Customer Satisfaction Score (CSAT), which is a KPI for measuring customer satisfaction. With it, we are directly asking our customers to rate their satisfaction with our business, product, and services.

Our main advertising goals are to inform students about our services, to persuade potential customers to use our services, and to remind our clients through ads to reinforce our message.

#### 5) SWOT analysis

- **Strengths:**
  1. Focused on a specific age group.
  2. Offer lower prices.
  3. Focused on youth development.
  4. Applying for services through an online website.
  5. Linking students with organizations.
- **Weaknesses:**
  1. Startup company.
  2. Offer part time jobs only.
  3. Lack of adequate data on existing youth organizations.
- **Opportunities:**
  1. Saudi Arabia has a strong youth agenda.
  2. Youth has a large percentage of the Saudi Arabia population.
  3. Saudi students are motivated to have part-time jobs.
  4. Partner with the private sector to promote programs.
- **Threats:**
  1. Strong market competition.
  2. Lack of applied institutions to hire students in.

## 6) Operational plan

- **Order fulfilment:** Youth Employment is offering services through an online platform, which will make it easy for clients to reach us.
- **Payment:** Youth Employment has two services that require payments, and both are provided to the employers. The first service client will pay for a single contract (per employee), and for the second service clients will pay monthly fees (continuous services).
- **Key customers:** We will focus on the target audience of ages 13 to 23. who are looking for job opportunities, which will attract organizations to apply for our services.
- **Departments daily operations:** Information technology and human resources departments are responsible for the most important tasks of the daily operations. For the information technology department: maintaining and updating the content of the website. And for the human resources department: reviewing the CVs and employers' requests.
- **Department budgets:** For the Information technology department, we will provide them with a budget of 170,000 SR per year to maintain and update the content of the website. For the human resources department, we will provide them with a budget of 160,000 SR per year to review the CVs and employers' requests.

## 7) Management summary

### The Team

Nuha Alrashed: An Information system manager who is skilled in system analyzing. Her strengths are creativity, organization, and analytical skills. Working as a project manager for youth employment

Lamia Alshawji: is an expert in data science and data analytics. She is hardworking and has a great talent and really knows how to work under pressure.

Maysam Alhassan: A software developer and a partner in a startup company. Her strengths are web development and time management.

Rahaf Aldawsari: A system analyst. She is excellent in social communication and social responsibility programs.

### The Board

Saleh Mohammed, the project sponsor: Does not concern himself with the small details of the business, but looks for the overall achievements of it.

Abdulrahman Alhassan, the financial backer: He is willing to invest in the business, but he is not sure if the business is profitable.

### External Professionals

Aishah Alshawji, works as a consultant for Youth employment: She is busy but excited about the business and wants to help as much as she can.

## 8) Financial plan

### Youth Employment Financials

## Options for getting small business loans

- 1) **Startup Consultants:** using a startup consultant can make sense. Consultants typically charge a premium to connect you with funding, but it can be well worth it. Beyond finding you funding, they can check your viability for financing and make sure you're covered with all the basic services that a startup business needs, from business plan creation to business insurance and more.
- 2) **Personal and Friends/Family Funding.**
- 3) **Crowdfunding:** Using popular crowdfunding platforms like KickStarter that allows anyone to raise money for their project or venture. A startup loan through crowdfunding will require the campaigner to share their business plan and objectives with a large group of people in hopes that multiple donations or backings will eventually lead to the desired funds. These campaigns take lots of marketing effort to raise funds.
- 4) **Invoice Financing:** which is different from invoice factoring is a convenient, albeit usually expensive way to avoid cash flow issues caused by long invoice cycles. This is a speedy option—you can get your financing in as little as a day—that requires little paperwork. Fundbox is one such invoice financing provider that works with businesses with only three or more months in business and three or more months of accounting software data (Quickbooks, Sage, Xero, Freshbooks, and more).
- 5) **Business term loan:** If you need to buy large assets for your business (like equipment or machinery) and don't have all the cash to do so upfront, a business term loan may be useful.

### Recommendation:

- **Option 3 (Crowdfunding),** because it can be a fast way to raise funds with no upfront fees. Pitching a project or business through the online platforms such as KickStarter can be a valuable form of marketing and result in media attention.
- **Option 5 (Business term loan),** because we will use a huge budget on performing business's operations. and it is a stable, flexible way to get more working capital, grow your business, and build your credit. And if you want a simple small business financing solution.

## Marketing materials

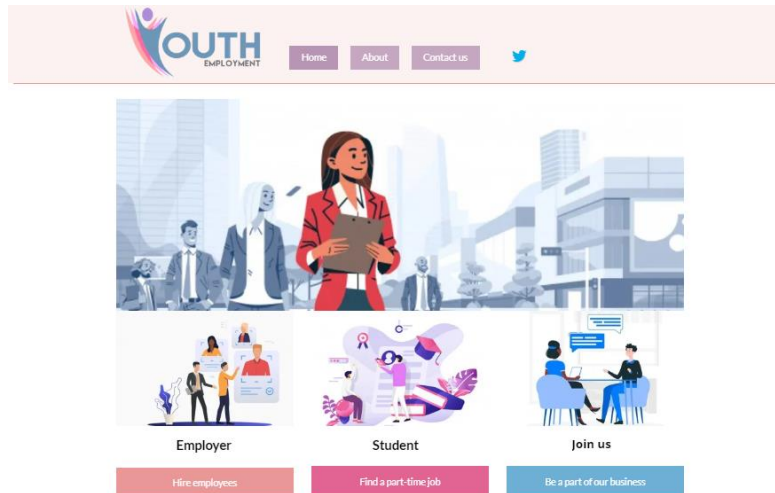
Prepared by: Nuha

Date: 8-4-2020

Website link: [www.youthemppm.flazio.com](http://www.youthemppm.flazio.com)

Twitter official account: [twitter.com/YouthEmpPM](https://twitter.com/YouthEmpPM)

Home Page:



Prepared by: Lamia

Date: 8-4-2020

Online flyer and poster:



## Hiring staff plan

**Prepared by:** Lamia

**Date:** 9-4-2020

### **1. Position to Be Filled:**

- Financial Accountant: To handle our financial accounts, right now we have a financial consultant.
- Receptionist: To always have front-desk and phone coverage.
- HR Manager: To handle all the applications and HR related tasks.

### **2. Job Description:**

- Financial Accountant: A full time employee with a salary ranging from 3000-5000 SR.
- Receptionist: A part time employee with a salary of 1500 SR.
- HR Manager: A full time employee with a salary ranging from 3000-5000 SR.

### **3. Target Group,** Youth Employment will target possible job applicants who:

- Are goal-oriented.
- Work well on a team.
- Solve problems creatively.
- Desire to learn and grow.
- Have an excellent written and verbal communication.
- Have a strong work ethic.

### **4. Method,** we will connect with possible applicants using the following means:

- By posting it on our company website.
- Online job boards: Glassdoor, Bayt.com, and Careerbuilder.
- Social media: Twitter, LinkedIn, and Facebook.
- Implement an employee referral program.

### **5. Evaluation of Applicants,** we will evaluate the first round of applicants using a weighted system that takes into account the following:

- In-person interview (20%)
- Professional references (10%)
- Job assessment (20%)
- Work experience (30%)
- Education (20%)

The applicants with the highest combined scores will be called back for a second interview. After this interview, we will confer and come to a consensus. The successful candidate will be contacted via phone or email and presented with an offer within 24 hours of the decision being made.

## Part 4: Monitoring and Controlling

### Gantt chart

Gantt chart link: [drive.google.com](https://drive.google.com)

### Team meeting agenda

**Prepared by:** Lamia

**Date:** 6-4-2020

**Meeting date, time and location:** April 7th, 2020 at 3:30PM and the meeting will be conducted in Microsoft Teams since the team is practicing social distancing to avoid the spread of COVID-19.

#### Agenda:

1. Review project performance.
2. Discuss risks and problems we are facing.
3. List of action items from the meeting.

Action Item	Assigned To	Due Date
Business Plan	All members	8/4/2020
Options for getting business loans	All members	8/4/2020
Marketing materials	Nuha and Lamia	8/4/2020
Hiring staff plan	Lamia	9/4/2020
Statement of work	Maysam	9/4/2020
Quality Management	Rahaf	11/4/2020
Risk register	Nuha	10/4/2020
Best practices	Rahaf	11/4/2020
Lessons-learned report	Maysam	9/4/2020
Final project report	Nuha	11/4/2020



## Statement of work for Youth Employment

Prepared by: Maysam

Date: 9-4-2020

1. **Scope of Work:** youth employment is developing a website that provides businesses a solution for employers to hire the right candidate quickly and to help job seekers to find the job they want. The website will be the interface for job seekers and job creators, students can apply for jobs by uploading their resumes, and employers can choose one of the services provided by Youth Employment to find applicants.
2. **Location of Work:** Work will be performed in the youth employment official office in Riyadh, Saudi Arabia.
3. **Period of Performance:** Working days will be 5 days a week, from Sunday to Thursday. Working hours will be 7 hours a day, from 8 am to 3 pm. And there is a break from 12 pm to 1 pm.
4. **Deliverables Schedule:**
  - Website design:** The design of the website will be user friendly. including a site map, easy ready-to-fill forms, and appropriate graphics. designed on the 16th of April, it needs to be the first thing to be done.
  - Promotion:** A plan for promoting the website. the plan will be done after the website has been designed, which is on the 5th of May.
  - Website content:** will include content from the user submission, requesting single contract service, applying for monthly fee service, search feature, security, payment feature, the content will be applied on the 20th of May.
  - Test plan:** The test plan will document how the website will be tested, who will do the testing, and how bugs will be reported, it will take place after meeting all of the rest deliverables, on the 22 of July.
5. **Applicable Standards:**
  - Teamwork
  - Effective Communication
  - Effective Time Management
  - Effective Problem Solving
  - Professionalism
6. **Acceptance Criteria:**
  - Meeting the deliverables schedule.
  - Using the applicable standards.
  - Generating the lesson learned.
  - Work control monitoring
  - The website has been developed and working.

- 7. Special Requirements:** The job applicant needs to have at least a year of experience, Business administrations college graduate, Skilled in MS office.

## Pareto chart & Histogram for Youth Employment

**Prepared by:** Rahaf

**Date:** 11-4-2020

Excel sheet link: [Pareto chart & Histogram](#)

## List of prioritized risks for Youth Employment

1. Lack of website security.
2. Lack of user's information to request a service.
3. Lack of user's information for resumes and schedule submissions.
4. Providing an inefficient search feature for users.
5. Conflict between stakeholders that disrupts the project.
6. Lack of commitment from functional managers.
7. Not promoting the website effectively.
8. Cost forecasts are inaccurate.
9. Not getting good feedback from the consultant.
10. Sudden abandonment by the financial backer.

## Risk register for Youth Employment

**Prepared by:** Nuha

**Date:** 10-4-2020

Based on List of prioritized risks

Excel sheet link: [docs.google.com/spreadsheets](https://docs.google.com/spreadsheets)

## Part 5: Closing

### Lessons-learned report

**Prepared by:** Maysam

**Date:** 9-4-2020

**Project Name:** Youth Employment

**Project Sponsor:** Saleh Mohammed

**Project Manager:** Nuha Alrashed

**Project Dates:** 9-2-2020 to 10-12-2020

**Final Budget:** 130,000 SR

#### **1. Did the project meet scope, time, and cost goals?**

The project has met the scope and time requirements as planned. However, we had to request an additional 30,000 SR which the sponsor approved of.

#### **2. What was the success criteria listed in the project scope statement?**

Our goal was to complete this project within 1 year and not exceed the budget limit. The project sponsor, Saleh Mohammed, has emphasized the importance of the project to meet the triple constraints goals, satisfying the needs and expectations of stakeholders, and meeting the main goal which is to link students with the labor market, and match the skills with the requirements in a fast and creative way. And it was discussed before; if the project takes a little longer to complete, or costs a little more than planned, the firm will still view it as a success if it has a good payback.

#### **3. Reflect on whether or not you met the project success criteria.**

We completed the project within 1 year. Also, we have met the main goal, which is to link students with the labor market, and match the skills with the requirements in a creative way.

#### **4. In terms of managing the project, what were the main lessons your team learned?**

As a team learned several lessons throughout this project. The first thing we learned is holding a weekly meeting is essential for the project to move smoothly and everyone should attend in order for all team members to be up to date on ideas, possible solutions, and deliverables. Also, the team learned that it is important to be flexible when unexpected circumstances arise and conflicts cannot always be predicted, so it is important to be prepared for various situations.

**5. Describe one example of what went right on this project.**

During this project, many things went right. The main reason is because we had a great project manager, she gathered the team weekly in order to develop and implement solutions for our project. The team managed to solve any problems we faced. Also, it helped that our team was collaborating and supportive of each other's ideas. Since the team worked so well together, meetings were very productive and well organized. That is why we managed to finish on time. Also, Project management software was very helpful throughout the project.

**6. Describe one example of what went wrong on this project.**

Exceeding budget limit, but it was discussed before; if the project takes a little longer to complete, or costs a little more than planned, the firm will still view it as a success if it has a good payback.

**7. What will you do differently on the next project based on your experience working on this project?**

If we were to do this project again, we would probably have done something more organized and detailed. We will be more experienced and divide the tasks more effectively based on time and complexity. With the experience acquired from this project we have a better understanding of allocating resources and determining task completion that will provide us with a better plan on the next project.

## List of best practices

**Prepared by:** Rahaf

**Date:** 11-4-2020

- Communicate with all stakeholders through meetings, emails and any method of communication.
- Clarify the roles and responsibilities of each team member.
- Hold a kickoff meeting to define the project objectives with the team members.
- Hold project meetings every period of time, it is better to hold a meeting every week.
- Establish a clear and detailed project plan.
- Document everything during the whole life cycle of the project, avoid delaying the documentation of the project to the last minute.
- Ask for feedback from stakeholders, especially from project sponsors.
- Project managers must motivate team members and remind them of the project goals.

## Final project report

Prepared by: Nuha

Date: 11-4-2020

### 1. Project Objectives

- ❖ Achieving social responsibility in Saudi society for young adults to find part-time jobs that suit their skills.
- ❖ Offering a solution for businesses in the retail and service industries to recruit part-time employees.
- ❖ Recruiting young adult / students for part-time jobs effectively and efficiently by looking for the best job that works with their schedules and time, and their ability to work.

### 2. Summary of Project Results

Our main goal was to link students with the labor market and match the skills with the requirements in a fast and creative way. We achieved this goal by providing good services for students as well as employers. As the project sponsor requested, this project was started to participate in social responsibility in Saudi Arabia for youth, the website now is the interface for job seekers and job creators. We fulfilled the needs of customers through the website because students have got part-time jobs they seek for and employers have the employees they wanted to hire. We measured the customers satisfaction by using questionnaires and feedback along with Customer Satisfaction Score (CSAT).

### 3. Original and Actual Start and End Dates

Original Start date: 1-2-2020

Actual Start date: 9-2-2020

Original End date: 31-12-2020

Actual End date: 10-12-2020

### 4. Original and Actual Budget

Original budget: 100,000 SR

Actual budget: 130,000 SR

### 5. Project Assessment

Saleh Mohammed, a business owner, requested this project to participate in social responsibility, by developing a website that provides businesses a solution for employers to hire the right candidate quickly and to help job seekers to find the job they want and to empower young Saudi students to join the labor market, which will benefit in improving and contributing to the kingdom's growth. The website is an interface for job seekers and job

creators, students can apply for jobs by uploading their resumes, and employers can choose one of the services provided by Youth Employment to find applicants.

The project was a success, we met the goals we aimed for and met the project success criteria which was to satisfy the needs and expectations of stakeholders. We achieved the main goal, which was to link students with the labor market, and match the skills with the requirements in a fast and creative way.

Everything went right for the project except for the budget limit (which was 100,000 SR). Youth Employment exceeded the limit because we had to request an additional 30,000 SR, but as described in the scope statement; If the project takes a little longer to complete or costs a little more than planned, the firm will still view it as a success if it has a good payback. We received acceptance from our clients for the services we provided and that is a success factor for Youth Employment.

**Attachments:** [docs.google.com/document](https://docs.google.com/document)