

Project Manager: Nuha Alrashed
Course: MIS 460 project management
Section: 53518, Sun-Tue-Thurs 8:00-9:00 AM
Submission Date: February 20th, 2020
Supervised by: Dr. Monira Aloud
Google site: [youth-employment](#)

Social Responsibility in Saudi Arabia

In today's dynamic world, Corporate Social Responsibility (CSR), is gaining huge importance for the various stakeholders of the society. CSR has taken strategic importance in the corporate world as well as other interest groups. There is a deep relationship between the nation's growth and development and the CSR activities today. It has become clear that nations will not be able to move forward without the purposeful engagement of corporations in societal affairs. Investing in our youth and catering to their needs is the responsibility of all stakeholders. The government is responsible for upgrading the educational system and raising the standards of vocational training centers as well as generating new projects and jobs. Academic institutions are responsible for the welfare of students and are called upon to make the learning experience rich and beneficial. The private sector should also shoulder the responsibility and provide on-the-job training and offer better wages. Civil society groups should address social concerns to safeguard the interests of the public and the government.

The most recent plans have focused on encouraging research, development and technological assimilation; promoting scientific activities; strengthening Saudi Arabia's role in the global economy; enhancing private-sector participation in the development process; expanding basic services offered to citizens; protecting the environment, natural resources and wildlife; and developing and conserving water resources, among other things. These recent plans give priority not only to building capacity, but also to strengthening the competitive position of the kingdom, allowing it to gain the flexibility needed for dealing with a changing global economic environment. These goals are in line with CSR and with the rising role of national corporations in the domestic and global economy.

As a result, these initiatives have enabled several programs and companies that aim to improve CSR in KSA. For example, Tamkeen CSR are agents and catalysts dedicated to working with both public and private sectors to address national development challenges and interweave the idea of CSR into a coherent practical and realistic plan. They adopt the use of a comprehensive term that reflects the highest level of commitment to sustainability.

Our young generation needs to be educated about CSR principles to act in a more responsible manner and to train the youth to produce effective results that serve the needs of the community and the welfare of society. It is important to empower young Saudi students to join the labor market which will benefit both parties to improve and contribute to the kingdom's growth.

Benchmarking with Adam Recruitment

Adam Recruitment is a recruitment consultancy offering executive staffing services in KSA. They provide local and international expertise for its clients and candidates.

	Youth Employment	Adam Recruitment
Price	Client will pay monthly fee (per employee) or a single contract (continuous services)	Based on a deal with an employer.
Target audience	Ages 13-23	Age 18-45
Offer	Part time jobs.	Executive and hiring needs as well as skilled candidates.
Competitive advantage	Offer lower prices and focus on youth development.	Leading specialist recruitment consultancy, experts in recruitment consultant.
Marketing strategy	Google Ads, Social media ads, collaborate with universities and participate in the upcoming events.	Google Ads, Social media ads.
Strength	Focused on a specific age group, Applying for the service through an online website.	Maintains fully equipped with database technologies and a team who are highly skilled and qualified in making high level placements.
Weakness	Startup company, offer part time jobs only.	Applying for the service by visiting the office in Riyadh or using phone and email.
Opportunities	Saudi students are motivated to have part-time jobs.	Works with esteemed client employers from both the local and global market place.
Threats	Candidate competition.	Partners withdrawing.

Kick-off meeting

Date: 9-2-2020

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

Date of next meeting: 13-2-2020

Agenda:

- Introductions of attendees
- Background of project
- Signing off team contract
- Project plan
- Review of project-related documents
- List of action items from meeting

Action Item	Assigned To	Due Date
Searching CSR in KSA	Nuha and Maysam	11/2/2020
Writing Team Contract	Lamia and Rahaf	11/2/2020
Project charter	All members	13/2/2020
Stakeholder Register	Maysam and Lamia	13/2/2020
Stakeholder Management Strategy	Rahaf and Nuha	13/2/2020
Business case	All members	14/2/2020

Team Contract

Project Name: **Youth Employment**

Project Team Members Names and Sign-off:

Name	Sign-off on Team Contract
Nuha Alrashed	
Lamia Alshaw	
Maysam Alhassan	
Rahaf Aldawsari	

As a project team, we will:

1. Work proactively, anticipating potential problems and working to prevent/eliminate them.
2. Keep the team alignment to ensure having a shared understanding.
3. Focus on what is best for the whole project team.
4. See the team project through to completion.

Participation: We will:

1. Keep issues that arise in meetings in confidence within the team unless otherwise indicated.
2. Be honest and open during meetings.
3. Encourage a diversity of opinions on all topics.
4. Give everyone the opportunity for equal participation.
5. Be open to new approaches and listen to new ideas.
6. Avoid placing blame when things go wrong. Instead, we will discuss the process and explore how it can be improved.

Communication: We will:

1. Seek first to understand, and then to be understood.
2. Be clear and to the point.
3. Practice active, effective listening skills.
4. Keep discussions on track.

Problem Solving: We will:

1. Encourage everyone to participate.
2. Encourage all ideas, since new concepts come from outside of our normal perceptions.
3. Build on each other's ideas.
4. Whenever possible, use data to assist in problem solving.
5. Remember that solving problems is a creative process—new ideas and new understandings often result.

Meeting Guidelines: We will:

1. Hold a meeting every week, twice a week if needed.
2. Agendas will be issued every week.
3. Meetings will be facilitated via Zoom.
4. Evaluations of meetings will be conducted every two meetings.

Project Charter

Project Title: Youth Employment

Project Start Date: 1/2/2020

Projected Finish Date: 13/3/2020

Budget Information: The budget for the project is 100,000 SR.

Project Manager: Nuha Alrashed, 437200215@student.ksu.edu.sa

Project Objectives: To contribute to the kingdom growth by empowering students and helping them to achieve their career goals, as well as helping companies to attract talented students by offering a solution for businesses in the retail and service (restaurants, cafes, pharmacies, call centers,..etc) industries to recruit young-adult / students for part-time jobs effectively.

Main Project Success Criteria: To meet the triple constraints goals, satisfying the needs and expectations of our stakeholders, and meeting our goal which is to effectively link students with the labor market and match the skills with the requirements in a fast and creative way.

Approach: To develop a website that provides businesses a solution to hire quickly and reach faster to the right candidate and to help job seekers to find the job they want. We will offer 2 services the first 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 [client will pay monthly fee \(continuous services\)](#) when the employer aims to acquire talented people and wants to receive continuous alerts for potential employees who match the company's operations.

Roles and Responsibilities

Role	Name	Organization/Position	Contact Information
Project sponsor	Saleh Mohammed	Business Owner	sshawi@hotmail.com
Project manager	Nuha alrashed	IS manager	437200215@student.ksu.edu.sa
Team member	Lamia Alshawhi	Data analyst	437925393@student.ksu.edu.sa
Team member	Maysam Alhassan	Web developer	437202447@student.ksu.edu.sa
Team member	Rahaf Aldawsari	System analyst	437200481@student.ksu.edu.sa
Consultant	Aishah Alshawhi	Strategic Analyst	aishahalshawhi@hotmail.com

Stakeholder Register

Prepared by: Maysam and Lamia

Date: 13/2/2020

Name	Position/Organization	Internal/External	Project Role	Contact Information
Saleh Mohammed	Business owner	External	Sponser	sshawi@hotmail.com
Nuha Alrashed	IS manager	Internal	Project manager	437200215@student.ksu.edu.sa
Lamia Alshawhi	Data analyst	Internal	Team member	437925393@student.ksu.edu.sa
Maysam Alhassan	Web developer	Internal	Team member	437202447@student.ksu.edu.sa
Rahaf Aldawsari	System analyst	Internal	Team member	437200481@student.ksu.edu.sa
Aishah Alshawhi	Strategic Analyst	External	Consultant	aishahalshawhi@hotmail.com
Abdulrahman Alhassan	CFO	External	Financial backer	al-hassanabt@hotmail.com
Hesham Alrubaiaan	Adam Recruitment	External	Local competitor	gm@adam.com.sa

Stakeholder Management Strategy

Prepared by: Rahaf and Nuha

Date: 13/2/2020

Name	Level of Interest	Level of Influence	Potential Management Strategies
Saleh Mohammed	High	High	Does not concern himself with the small details of the project, but looks for the overall achievements of the project.
Nuha Alrashed	High	High	Would be happy working in a business involving social responsibility programs. Her strengths are creativity, organization, and analytical skills.
Lamia Alshawi	High	High	An expert in data science and data analytics. She is hardworking and dedicated to this project, she has a great talent and really knows how to work under pressure.
Maysam Alhassan	High	High	Maysam is very quiet. She works as a software developer and a partner in a startup company. Her strengths are web development and time management.
Rahaf Aldawsari	High	High	She is excellent in social communication and social responsibility programs. Rahaf is very quiet, but she would love to work for a successful small business.
Aishah Alshawi	High	High	She is busy but excited about the project and wants to help as much as she can.
Abdulrahman Alhassan	Low	High	He is willing to invest in the project, but he is not sure if the project is profitable.
Hesham Alrubaiaan	Low	Low	He is not interested in the project.

Business case

Date: 14/2/2020 Prepared by: All members

1.0 Introduction / Background

Students usually face difficulties finding a part-time job that suits their schedule. So, **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.

2.0 Business Objectives

- **Youth Employment** aims to achieve social responsibility in Saudi society.
- **Youth Employment** aims to offer a solution for businesses in the retail and service industries.
- **Youth Employment** aims to recruit young-adult / students for part-time jobs effectively.

3.0 Current Situation and Problem/Opportunity Statement

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. And they are motivated to work and help the community. Also, companies are continuously looking to attract talent and to effectively employ the right candidate.

4.0 Critical Assumption and Constraints

Assumptions

- You will get all the resources you need.
- All relevant team members will come to the meetings.
- Team members have all the required skills.
- All of the equipment is in good condition.
- 50 percent or more of students will apply

Constraints

- Some applicants may back out from their applications after a while.
- Possible discrimination against female applicants.
- Too many applications to manage with limited human resources.
- May overlook under qualified applicants.

5.0 Analysis of Option and Recommendation

Options:

1. A website for applicants to apply their resumes online.
2. Using social media platforms to inform applicants about the jobs available.
3. A physical office in Riyadh, where applicants go and apply.

Recommendation: Our team strongly recommends option 1 for implementation.

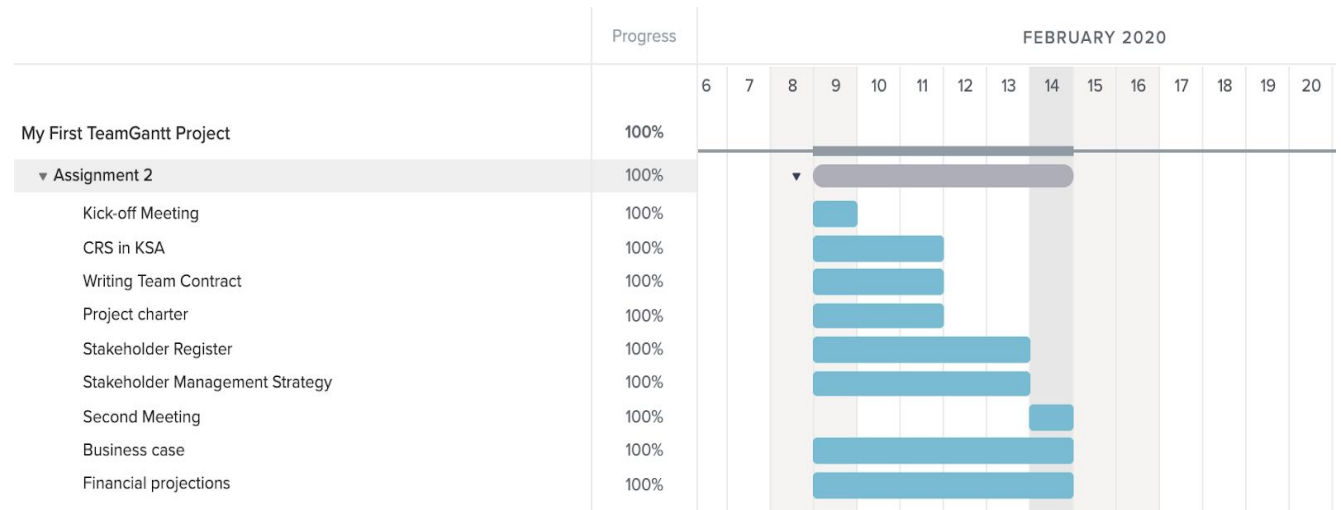
6.0 Preliminary Project Requirements

1. Renting an office space for the company employees.
2. Designation of HR team.
3. Designation of IT team who is skilled in web development.
4. Providing physical equipment for employees.
5. Benchmarking of similar competitors.

7.0 Budget Estimate

#	Item	frequency	cost*#	Cost per month	1st year cost	2nd year cost
Operational cost						
Salary						
1	IS Manager	Monthly	5,000	5,000	60,000	60,000
1	Web Developer/Programmer	Monthly	3,000	3,000	36,000	36,000
1	Data analyst	Monthly	4,000	4,000	48,000	48,000
1	system analyst	Monthly	3,000	3,000	36,000	36,000
1	Consultant	Monthly	5,000	5,000	60,000	0
Total salary cost			20,000	20,000	240,000	180,000
IT Equipment						
4	Units Computer Hardware	one-off cost	28,000	0	28,000	0
	software and other Subscriptions	one-off cost	20,000	0	20,000	0
Total IT cost			48,000	20,000	288,000	-
Other costs						
	facilities and other devices	one-off cost	10,000	0	10,000	0
	Marketing costs	Monthly	10,000	10,000	120,000	120,000
1	Workspace(incl. elec, water bills)	Monthly	5,000	5,000	60,000	60,000
Cash on hand (when needed)			7,000			
Total other cost			25,000	15,000	190,000	180,000
Total Cost			93,000	55,000	718,000	360,000

8.0 Schedule Estimate



9.0 Potential Risks

1. Sudden abandonment by financial backer.
2. Conflict between stakeholders that disrupts project.
3. Cost forecasts are inaccurate.
4. Project team misunderstand requirements.
5. Lack of commitment from functional managers.

10.0 Exhibits

Youth Employment Financials:

<https://docs.google.com/spreadsheets/d/1RsorFdLoo5ODdkQuU7jvh0vL8O1aA20ku6TCgM9Nzjk/edit?usp=sharing>

Financial projections

Assumptions/inputs	Most likely	Pessimistic	Optimistic
Year 0 investment cost	100,000 SR	80,000 SR	120,000 SR
Number of customers in month 1 for single contract (service 1)	19	10	25
Number of customers in month 1 for Monthly fee (service 2)	5	3	8
Quarterly customer growth rate (service 1)	2%	1%	4%
Quarterly customer growth rate (service 2)	1%	0.3%	3%
Seasonal growth (summer vacation)	5%	4%	7%
Single contract (service 1)	2000 SR	1500 SR	3000 SR
Monthly fee (service 2)	500 SR	400 SR	900 SR
Fixed monthly salaries	20,000 SR	30,000 SR	15,000 SR
Fixed monthly operating costs	40,000 SR	60,000 SR	25,000 SR
Variable costs/customer/month	25,000 SR	40,00 SR	15,000 SR

Most likely Solution

Months	Service 1		Service 2			Total rev	operational cost	other cost	total cost	net income	Cum Mo. Income
	revenue	Clients	revenue	Clients							
1	38,133	19	2,500		5	40,652	68,000	25,000	93,000	(52,348)	(52,348)
2	38,133	19	2,525		5	40,677	48,000	15,000	63,000	(22,323)	(74,670)
3	38,133	19	2,550		5	40,703	48,000	15,000	63,000	(22,297)	(96,968)
4	38,896	19	2,576		5	41,491	48,000	15,000	63,000	(21,509)	(118,476)
5	40,803	20	2,730		5	43,553	48,000	15,000	63,000	(19,447)	(137,923)
6	40,803	20	2,894		6	43,717	68,000	15,000	83,000	(39,283)	(177,206)
7	41,619	21	3,068		6	44,707	20,000	15,000	35,000	9,707	(167,499)
8	41,619	21	3,098		6	44,738	20,000	15,000	35,000	9,738	(157,761)
9	41,619	21	3,129		6	44,769	20,000	15,000	35,000	9,769	(147,992)
10	42,451	21	3,161		6	45,633	20,000	15,000	35,000	10,633	(137,359)
11	42,451	21	3,192		6	45,665	20,000	15,000	35,000	10,665	(126,694)
12	42,451	21	3,224		6	45,697	20,000	15,000	35,000	10,697	(115,997)
13	43,300	22	3,256		7	46,578	15,000	15,000	30,000	16,578	(99,419)
14	43,300	22	3,289		7	46,611	15,000	15,000	30,000	16,611	(82,808)
15	43,300	22	3,322		7	46,644	15,000	15,000	30,000	16,644	(66,165)
16	44,166	22	3,355		7	47,543	15,000	15,000	30,000	17,543	(48,621)
17	46,331	23	3,556		7	49,911	15,000	15,000	30,000	19,911	(28,710)
18	46,331	23	3,770		8	50,124	15,000	15,000	30,000	20,124	(8,586)
19	47,258	24	3,996		8	51,277	15,000	15,000	30,000	21,277	12,691
20	47,258	24	4,036		8	51,317	15,000	15,000	30,000	21,317	34,009
21	47,258	24	4,076		8	51,358	15,000	15,000	30,000	21,358	55,366
22	48,203	24	4,117		8	52,344	15,000	15,000	30,000	22,344	77,710
23	48,203	24	4,158		8	52,385	15,000	15,000	30,000	22,385	100,096
24	48,203	24	4,200		8	52,427	15,000	15,000	30,000	22,427	122,523