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**Homey**

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Table of Contents

[I. Logo 1](#_Toc103544857)

[II. Slogan 1](#_Toc103544858)

[III. Introduction 2](#_Toc103544859)

[IV. Planning 3](#_Toc103544860)

[1. Organizational objectives: 3](#_Toc103544861)

[2. List of alternatives: 3](#_Toc103544862)

[3. Develop premises upon which each alternative is based: 4](#_Toc103544863)

[4. Best Alternative: 5](#_Toc103544864)

[5. Develop plans to pursue chosen alternative: 5](#_Toc103544865)

[V. Organizing 6](#_Toc103544866)

[Division of labor: 6](#_Toc103544867)

[1. Chief Executive Officer (CEO): 6](#_Toc103544868)

[2. Technical department: 6](#_Toc103544869)

[3. Human Resources department (HR): 7](#_Toc103544870)

[4. Sellers: 7](#_Toc103544871)

[5. Design and furniture department: 8](#_Toc103544872)

[6. Marketing department: 8](#_Toc103544873)

[VI. Influencing 10](#_Toc103544874)

[1. Influencing subsystem 10](#_Toc103544875)

[1.1 Input: 10](#_Toc103544876)

[1.2 Influencing process: 11](#_Toc103544877)

[1.3 Output: 11](#_Toc103544878)

[2. Interpersonal communication contains three components: 11](#_Toc103544879)

[3. Fundamental of influencing 11](#_Toc103544880)

[3.1 Emotional Intelligence that manager should have: 11](#_Toc103544881)

[VII. Controlling 13](#_Toc103544882)

[1. Measure Performance 13](#_Toc103544883)

[2. Comparing Measure Performance to Standard 14](#_Toc103544884)

[3. Tacking Corrective Action 15](#_Toc103544885)

# Logo



# Slogan

**Homey** *(comfort starts and ends here)*

# Introduction

A **Homey** place is a place or environment where you find yourself comfortable, cozy and happy. Homey is an organization that design, makes, and sells furniture to customers that are looking to make their house elegant and comfortable with new furniture. It also provides an application to help our customers imagine the design of our furniture applied in their home, this application uses AR (augmented reality) technology.

# Planning

## Organizational objectives:

* Design and make furniture. We use comfortable and high-quality materials.
* Our materials are eco-friendly (we use reclaimed or recycled materials, like wood, glass and iron to create sustainable furniture).
* We achieve profit of 1,200,000 EGP in the first five years.
* Workers work 30 hours weekly.
* Using social media for marketing.
* Develop an innovative web site and application.
* Award the employees that worked hard that day with chocolate at the end of the day.
* We use business Incubator for Financial support till we start making enough profit to support our self.

## List of alternatives:

* If the application crashes customers can use our web site or they can contact us through the hotline.
* We will hire highly qualified employees that live close to the company, if they live far, we can provide buses.
* We can contract with other famous company that we can get our material from it, if not we can select good material and make our furniture in our company.
* Our customers can rate our furniture (material and design) from the application or the website to know what is better to them in the future.
* Our company provides the option of delivering furniture to the customer’s home within one week, if he wants to deliver faster, he should pay more.
* Our marketing department makes advertising campaigns to encourage customers to come to our company.

## Develop premises upon which each alternative is based:

* In our company the customer has lots of alternative to contact with us as if any problem accrues in the website, he can use the application which have lots of feature if the customer has a problem with the two previous ways the customer can came to our company to see our furniture and decide which one, he need so the customer will be always satisfy.
* As we always care about our employees, we provide buses for them to come to our company as fast as possible to make our customers satisfy and to help them as possible to find there prefers also, we do our best to hire employees whose address is near to the company.
* Our materials are the most important thing in our company our materials are an ecofriendly material as we use reclaimed or recycled materials this material is very preserving the environment and very comfortable to our company we contract with famous and reliable company that we take our materials from it.
* Customer’s opinion the source of our interest we care about our customers opinion to develop our furniture and to know the prefers of our customers to make them feel homey so we put in our website and application a form so the customers can rate our furniture and to make comments about our material and design.
* Our company can also deliver the furniture the customer needs the customer can ask to deliver the furniture by our website or application or by came to our company our Delivery process will be done within a week and we also provide faster delivery we can deliver within less than week but the customer will need to pay more for this option.
* **Short-term plan:**
* Find people that we will contract with them.
* Achieve 350,000 EGP profit in the first year.
* We will have 10,000 customers in the first year.
* We will open one branch in Giza and another one in Cairo.
* **Long-term plan:**
* We will open 8 branches in other countries in the first seven years.
* We will have 100,000 customers in the first seven years
* Increase the total income of our company by 10% over the next two years.
* Reduce production expenses by 5% over the next three years.
* Open three new office locations all over the world.
* Increase your company's share in its market.
* Make our brand more well-known.

## Best Alternative:

We will make an application and a website. We will provide buses for company employees. We will select good material and make our furniture in our company. We will provide a rating mechanism on our website where customers can rate and comment on our products to know how to improve our products in the future. Delivery options will be available for our customers in return for a small fee.

## Develop plans to pursue chosen alternative:

* We will hire developer to make our web site and software engineer to make our application.
* Contract with a transportation company to provide buses.
* Buy good materials and hire qualified employees.
* Contract with a reliable shipping company.

# Organizing

## Division of labor:

### Chief Executive Officer (CEO):

Manage all the main manager and follow their work, pay the salaries, assign work for managers and categorize the departments in the company, take the final right decisions for the company which helps increasing the profit of the company, determines how the communication between the outside companies and our company.

### Technical department:

Handle computer and network mechanism.

**Technical manager:**

Technical manager specifies the technical needs and manages all the tasks of the technical department, make sure technical department employees do their work properly and complete their tasks correctly.

**Software engineer**:

Builds and develop the mobile application and make sure the application work efficiently and make the application up to date.

**Web developer:**

Builds and develop the web application and make sure the web application work efficiently and make the web application up to date.

**IT specialist:**

Handle server connection and network of the application and web site, helps in fulfilling IT needs.

### Human Resources department (HR):

Hire and recruit the employees, determines salaries according their specification (over time and bonus), take disciplinary actions (like punishment and penalties), save employees data in records, responsible for the training of the new employees, review the work of hired people, they determine days off for employees according the law, study and make reports about the labor market to learn from them and helps our company to hire suitable employees.

### Sellers:

**Sellers’ manager:**

Assign sellers to specific seller’s department, responsible for keeping an eye on sellers’ behavior towards customers.

**Bedroom’s sellers:**

Show different types of bedrooms furniture (like bed and Wardrobe) in our company to our customers, make customers know the material of the bedroom’s furniture, help customers to find what suits them.

**Living room and guestroom sellers:**

Show different types of Living room and guestroom furniture (like sofa and tables) in our company to our customers, make customers know the material of the Living room and guestroom furniture, help customers to find what suits them.

**Kitchen sellers:**

Show different types of kitchen furniture (like drawers and Kitchen Cupboard) in our company to our customers, make customers know the material of the kitchen furniture, help customers to find what suits them.

**Home Office room sellers:**

Show different types of office furniture (like desk and office chair) in our company to our customers, make customers know the material of the office furniture, help customers to find what suits them.

### Design and furniture department:

This department is responsible for the creation of designs and their implementation in our furniture.

**Designer manager:**

Manage designers.

**Designers:**

Create new furniture designs.

**Craftsmen manager:**

Manage craftsmen

**Craftsmen:**

Make furniture which are designed by designers.

### Marketing department:

This department is responsible for marketing our company and our Advertisement campaign to make our company famous, provides reports to identify our targeted customers.

**CEO**

**Technical department**

**Human Resources department**

**Sellers**

**Design and furniture department**

Marketing department

Technical manager

Web developer

IT specialist

Bedrooms’ sellers

Kitchen sellers

Sellers’ manager

Software engineer

Living room and guestroom sellers

Craftsmen

Designers

Craftsmen manager

Designer manager

Home Office room sellers

# Influencing

The process of guiding the activities of organization members in suitable directions and the developing of good working relationships lead to the organization's objectives.

## Influencing subsystem

### Input:

* **People:**

1. The manager manages the factory and gallery.
2. Supervisors (for factory, gallery and design part).
3. Designers to design furniture who have experience.
4. Factory workers that treat with furniture machines.
5. Carpenters.
6. Accountants.

* **Money:**

We can specify 400,000 EGP to build the factory and buy machines, 280,000 EGP for the gallery.

* **Raw materials:**

1. Wood.
2. Fabrics.
3. Furniture accessories.
4. Fiber and sponge.

* **Machines:**

1. Curtains’ machine.
2. Wood cutting and design machines.
3. Equipment that carpenter use for making furniture.

### Influencing process:

Communicating is the main component of influencing; it is meaning sharing information (thoughts or ideas) among organization members.

### Output:

1. We will achieve a profit of 700,000 EGP in the first five years.
2. Our sales will become 5000 pieces of our products per year.
3. Making 10 branches in other countries in the first seven years.

## Interpersonal communication contains three components:

-The encoder (source): Is a person who makes and encodes information to be shared with others.

- The signal: Encoded information that the source wants to share.

- The decoder (destination): Is the person(s) with whom the source wants to share information.

## Fundamental of influencing

### Emotional Intelligence that manager should have:

* + **Motivate others:**

Motivation explains why people act as they do. The better a manager understands organization members’ behavior, the more able that manager will be to influence subordinates’ behavior to make it more consistent with the accomplishment of organizational objectives. Because productivity is a result of the behavior of organization members, motivating organization members is the key to reaching organizational goals.

* **Build successful teams:**

Building a successful team is about more than finding a group of people with the right mix of professional skills. Over the course of interviewing over 500 leaders for Corner Office, I asked them all about the art of fostering a strong sense of teamwork. Their insights can help you lay the groundwork for a highly productive team that can communicate, cooperate and innovate in an atmosphere of mutual trust and respect.

* **Manage creativity and innovation**:

Creativity and Innovation Management bridges the gap between the theory and practice of organizing imagination and innovation. The journal's central consideration is how to challenge and facilitate creative potential, and how then to embed this into organization's objectives-oriented innovative business development.

* **Lead others:**

To be a great leader, you also need to have the right skills to lead others. This means having the knowledge, skills, competence, and understanding of how to engage, motivate and manage people.

# Controlling

Controlling is that the management performs of building performance standards, measurement actual performance activities to check if the standards are met, and taking corrective action.

The aim of controlling is to see whether panning is success or not and therefore the varied departments of the organization square measure on the right track and square measure achieving the progress toward the objectives that they planned to attain. Whereas designing determines goals and maps out the required strategy and ways, controlling tries to forestall failure by providing the means that to watch the performances of people, departments, divisions, and therefore the entire organization.

Controlling is additionally important as a result of organization resources square measure restricted. Their acquisition and use square measure important to the survival of the organization. Therefore, the organization cannot set resources in motion toward a goal while not watching the progress of the resources. Therefore, the organization operates with watching of the performance of staff, the expenditure of funds, or the assembly of products. Dominant affects and is tormented by the opposite four functions of the management.

## Measure Performance

This is one step in the control process that makes it very easy to notice deviations before they get out of hand. However, determining the degree of performance is easier said than done. It's also a lot easier to evaluate actual results.

The reason for this is that they may be numbered or stated in units. Intangible performances, on the other hand, are notoriously difficult to quantify. A manager's performance, for example, cannot be measured in units or numbers.

Employee attitudes toward work, loyalty, morale, and contact with superiors are all straightforward ways to assess a manager's effectiveness.

These are metrics that may be used to assess a manager's effectiveness. As a result, a standard for evaluating what employees or subordinates accomplish, as well as their expected performance, must be developed. These are usually accomplished by numerous reports that are issued weekly, monthly, quarterly, or annually.

Then we were measuring the performance standards we found we had 10,000 incomes in the first 3 months, 8,000 increases of orders per year, 10,000 increase of customers per year and the customer waited for only one week for delivering furniture to the customer’s home.

## Comparing Measure Performance to Standard

Comparing actual performance to previously projected performance is an important part of the control process for determining the magnitude of the variance. In other terms, variance is the difference or gap between actual performance and the originally anticipated targeted goals.

At this stage, the management must determine two things: the cause of the deviation and the cause of the deviation. The other factor is the deviation's magnitude. He or she must also understand how the departure will affect the firm and whether it will be favorable or bad. Minor deviations can be overlooked, but major ones, such as gains, hiring personnel, altering or repairing specialized machinery, and so on, require immediate attention.

However, recognizing the deviation is only one half of the story. The management must also determine what factor(s) are causing the disparities. In most situations, the problem is due to poor plan implementation, erroneous planning, poor communication, insufficient worker monitoring, and poor coordination.

We can compare with the following standards:

1. At least 90 percent of delivering time to the customer’s home should be delivered at less than 10 days.
2. At least 95 percent of the customer has no complaints about furniture’s material.
3. At least 85 percent of customers coming to the company should not have to wait more than 5 minutes to be serviced.

## Tacking Corrective Action

If a situation arises where performance falls short of expectations, corrective action may be the only way to rescue the situation. An analysis may even show that such a change is necessary and must be carried out immediately. Any activity might be used as a remedial action. To get the desired results, the company may modify how certain business processes are carried out.

It occurs often in many companies. Given the quantity of people managing the assignment, management may believe that particular procedures and results are unreachable. For example, suppose a branch manager establishes a five-minute client wait time as the norm, only to realize that the number of employees available to the organization is insufficient to do the work effectively. Hiring extra employees is the corrective or remedial activity that has to be performed. As a result, the manager will be able to prevent underperformance and obtain the desired result.

We should check the following:

* To solve the problem about the income and the number of orders, we should check our alternative that we chose.
* To solve the problem about the customer’s complaints about furniture’s material we should check the material and the company that we get our material from it.
* To solve the problem about the delivering time we should check the total number of our employees that help in the process of manufacturing and total number of vehicles that delivering furniture.