Faculty of Computers and Artificial Intelligence 

Cairo University

Management Course (DS251)

**“Management Project”**

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**Wasalni**

**Logo, icon, company name

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***We are differently able***

1. **Introduction:**

our company “Wasalni” is a transportation company that aims to help people with special needs and facilitate their transportation.

Our main purpose is to create an appropriate environment where our clients feel relieved and do not feel any difference. For we believe that we are differently able.

So, we are trying to make sure they feel safe during the trip,

we will afford a place where the can put their medicines and supplies,

and in case of emergencies, we will keep in touch with any of their relatives.

If necessary, the client can have some rest in the middle of the trip in one of our hotels that we contracted.

1. **Planning function**
2. **objectives:**

In the past few years, many public transportations have appeared in Egypt, such as Uber, SWVL, etc.

And each of these services put in consideration different aspect from the other to achieve the greatest amount of profit.

But in our organization, we focused on other aspects to make a better life for clients, such as blind people, people with special needs, etc.

Our goal is providing more services during each trip to achieve the most comfortable trip for our clients.

**Short-term objective:**

### To start our company with 50 cars in the next 2 months, in specific area . To achieve this, we must do the following steps:

#### Deal with suppliers to get medical equipment in a good price .

#### Start to manufacture the cars designed as described.

#### Buying the wheelchairs with suitable price.

#### Programing the application to rich out the backup phone number in case of emergency.

#### Sampling the idea in a few number of cars.

#### Measure the validity of the idea and try to develop it

**Intermediate-term objective:**

To be known in the society by the next 2 years

1. Grow on social media with a good marketing.
2. Maintaining the customer.
3. Increase the Profit to improve the project.

**Long-term objectives:**

Our target is to contract more than one car company to manufacture our special designed car.

1. Target large companies
2. Brand recognition.
3. Get on the first page of google.
4. Try to persuade the clients with the idea by proving how useful it became in the last couple of years.

# List of alternative ways of reaching objectives:

#### **First idea:**

The first plan was to take the patient from any ill-equipped cart and allow any employee who is trained to drive our cars to start the trip, but the service will only be assigned to people with special needs i.e., no ordinary person is allowed to request a trip from “wasalni”.

**Advantages:**

Reducing the cost to the company.

**Disadvantages:**

No advantages over other company.

#### **Second idea:**

Our second plan is to include services that are thought to facilitate the client’s trip.

**Some of these services are:**

* It is not allowed to employ a driver without attending our training to learn how to deal with the client.
* An additional wheelchair from the company is allowed to be used during the trip if necessary.
* A place equipped to store the client's medication; it is allowed to be used throughout the trip.
* Each client must enter an additional number for his relative while requesting his trip, and this provides more safety for him. In case of any emergency during the trip, this person will be contacted to track the patient and the driver will immediately reach the nearest hospital.
* In case of any accidental situation in the car, the map shows the nearest empty car and notify the agency to reach the broken car and complete the ride.
* Make contracts with hotels, restrooms, and restaurants to host the passenger for 10-20 mins in the long rides

**Advantages:**

Increasing competition in the labour market, creating a more comfortable trip for the patient.

**Disadvantages:**

Increased costs for the company.

#### **third idea:**

In the third plan, services are added to save money and time:

* the car is designed as the front seat is removable.
* if there is an accident the ride is cancelled.
* no contracts with hotels to save money for project improvement.

**Advantages:**

save a lot of money and so much of wasted time.

**Disadvantages:**

* Neglect the ease and comfort of the passenger.

# The best alternative for reach objective:

**We choose the second alternative due to:**

1. trained drivers are better for the clients’ benefits.
2. extra wheelchair would help a lot.
3. In case of emergency alternative 2 will help to save the passenger faster and with extra reassurance for passengers’ families.
4. It fulfils the safety of the passenger if there is any accident and save his time.
5. it also offers an additional option in the long rides which is the ability to rest in a good place, which makes the client more satisfied.

# Develop plans to pursue chosen alternative:

1. Finding a place and specialized trainers to prepare new drivers.
2. make contracts with best and most suitable price suppliers to get the wheelchairs and medical equipment.
3. design the car the way in a way that comforts the passenger the most by adding a slider for the wheelchair and comfortable chairs.
4. design the application in a way that ask for back up phone number before the request is done.
5. connect all specialized cars to the map so that it can reach out each other in case of emergency.
6. start negotiations for the contracts with hotels and restaurants to make the best deal.

# Put plans into action:

The organization should start the plan and see the result.

1. **Organizing:**
2. **Establish major tasks:**

**CEO (Chief Executive Officer):**

He approaches decision-making by defining the business plan, whether short- or long-term, as well as the business's plans and goals. He understands the company's demands, whether they are personnel, supplies, or devices, and he knows how to prioritize and arrange according to investment and the labour market. He is capable of handling and managing any situation that arises because of a decision made because he has prior experience.

1) Make privacy & policy for our application to gain client’s confidence … By providing comprehensive written privacy and information security program (Privacy and Policy department).

2) Our company and employees need skilled people in the field of information technology as they are a reliable source of support when computer-based system fails (Technology department).

3) We need to receive feedbacks and complaints from our customers either via phones, e-mails or messages and keep following up with them (Customer Support department).

4) Our company should be supported financially i.e., handling money on behalf of the organization and controlling the income and expenditure in addition to ensuring effective business running with minimum disruptions. (Finance department).

5) We need to reach out the prospects, customers, investors and the community which is done by marketing (Marketing department).

6) We need a team to prepare data/reports and analysis to help business make decisions (Decision Support department).

7) An efficiently run human resources department can provide your organization with structure and the ability to meet business needs through managing your company's most valuable resources (Human Resources department).

1. **Divide major tasks into subtasks:**
2. Privacy and Policy department tasks:
   1. Overseeing security policy for privacy data
   2. Ensuring review of Privacy Impact Assessments for information security considerations
   3. **Privacy Officer**: is responsible for the organization's Privacy Program including but not limited to daily operations of the program, development, implementation, and maintenance of policies and procedures, monitoring program compliance, investigation and tracking of incidents and breaches and insuring patients' rights in compliance with federal and state laws.

2) Technology department tasks:

1. **Technical support:** When people need access to computer systems or require troubleshooting assistance, they typically get referred to the technical support team. Tech support professionals are especially handy at fixing problems related to hardware and software issues, though their role within the company does not end there.
2. **Communication**: Companies may need to communicate with potential or existing clients through different methods of technology. Meetings and interviews via web technology are becoming increasingly popular with advancements in digital technology. The IT team is trained to assist if those important connections fail. Here is a more detailed list of IT responsibilities tied to communication:
3. Set up point-to-point phone calls and conference calls.
4. Prepare video and web conferences.
5. Maintain and troubleshoot email systems.
6. Serve as a consultant to department heads and staff.
7. Coordinate security system by adding/deleting users.
8. Provide end-user support for computer applications.
9. Create back-up copies of data sources.
10. Load new data into the system.
11. **IT manager**: Manages the people responsible for developing the application, providing help for our customers' problems, and making all IT-related decisions.
12. **Developers**: They write the software that runs on mobile and deal with any updates or software issues that emerge. Turn software concepts into working programming code. Develop and enhance our application **"Wasalni"** establish new databases using productivity software.
13. Human Resources department tasks:
14. **Recruit candidates:** recruiters provide us with employees who can work for our company, and drivers that can handle difficult working conditions. they advertise job postings, source candidates.
15. **Labour Law Compliance:** Compliance with labour and employment laws is a critical HR function. Noncompliance can result in workplace complaints based on unfair employment practices, unsafe working conditions and general dissatisfaction with working conditions that can affect productivity and ultimately, profitability. HR staff must be aware of federal and state employment laws such as Title VII of the Civil Rights Act, the Fair Labour Standards Act, the National Labour Relations Act and many other rules and regulations.
16. **Process payroll**
17. **Conduct disciplinary actions**
18. **Maintain employee records**
19. **Conduct benefit analysis**

4) Customer Support:

a. Answering questions about a company’s services

b. Resolving issues and troubleshooting technical problems

c. Delivering information about a company’s offerings

d. Providing proactive customer outreach

e. Handling customer complaints

f. Collecting and analysing customer feedback

g. Responding to customer reviews

h. Developing and documenting knowledge into helpful content

5) Finance:

a. **Finance manager**: Oversees the accountants and finance employees who provide advice and manage the company's financial accounts.

b. **Accountants**: They are in charge of the financial statements that are essential for the business to function, as well as the budgeting.

c. **financial officers**: They are in charge of overseeing a company's financial operations. These professionals, often known as Chief Financial Officers, are in charge of budgeting, spending tracking, and financial reporting. They have strong accounting and analytical skills.

6) Marketing:

a. **Marketing manager:** Manages the employees in the three marketing departments including research and development, advertisement, and sales.

b. **Advertising:** They are concerned with marketing, pricing, and comfortable level.

c. **Sales representatives:** They make the necessary phone calls and preparations to increase our sales revenue.

division of labour:

1. **Influencing function**
2. inputs:
3. we have a well-trained staff that is ready to give training to new drivers.
4. the Driver must be certified from our company that he took our training which will help him deal with our customers.
5. The driver has the first-aid certificate
6. We will have certain companies that supports manufacturing the cars as it has different specifications.
7. Certain manufactures will be responsible for the production of the boxes
8. The capital of the project is 100,000,000.
9. We will have sponsors to support our project.
10. Processing:
11. The user determines where he wants to go
12. he accepts the fees for the trip
13. the driver goes to the wheelchair user
14. the user gets in the car
15. have a comfortable trip
16. wheelchair user arrives at his distention safe and comfortable
17. rate the driver
18. Output:
19. the project is valid
20. we will have a website and mobile app
21. we will have a special trademark that will be known among people by time.
22. we are passionate about what we are doing so, we are like a small family.
23. our project will propagate worldwide in the long run.
24. Emotional Intelligent Manager:

CEO motivates all the company’s employees by saying good words to good employees and by adding an amount of money to their salaries.

There are monthly meetings and the high-rated employee during this month is being awarded materially and morally.

There are free training courses in more than one field for example (sign language, new wheelchairs brands, and how to deal with them)

Every year, the company nominates the best 50 drivers to be rewarded

1. **Controlling function:**

**Controlling:** is one of the most important functions of agency managers. To seek planned results from the subordinates, a manager needs exercising on effective control over the activities of the subordinates. In a different definition, controlling means make sure that activities in an organization are done performed and done as the plans met.

So, what we take care of in our agency to make our controlling subsystem and apply the right standards to meet the suitable standards and lead us to the targeted plans that we set to our agency.

Diagram

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- But before we know the right standards of advertising lets know the purpose of advertising. It’s about making the consumers about our product and convince the clients that our services are the best including all the advertising services that was mentioned before

**The Quality Standards of our agency:**

Both quantitative and qualitative standards can be established. For instance, standards set in rights of cost to be included, the earned revenue, technological ads and how to be produced and published; time to be spent in producing an ad, all represents quantitative standards. Standards are sometimes set in qualitative terms. Qualitative requirements include things like Improving goodwill and motivation level of employees and giving the right advertising for the agency.

1. Standards of first idea:

* The driver must be a good driver and drive quietly
* The driver should arrive to the patient in time with no latency
* The car status should be good and the car has no defects
* A fee should be added if a non-disabled person ordered a car and if repeated, we should ban the user
* This idea is good for long term revenue

1. Standards of Second idea:

* Provide workshops to train the drivers how to deal with the patients
* An additional wheelchair should be provided in the car
* We should provide secured database that stores the emergency contacts of each customer
* We should add emergency call button in our app to call the ambulance and the customer relatives in case of any emergency
* We should show the hotels, restrooms, and restaurants that we are working with in the drivers map in case the customer wants to take rest

1. Standards for the third idea:

* Provide car with removable front seat
* If there’s any accident the system should cancel the fees of the trip for the customer

**The goal of these standards is for people to understand goals quickly, clearly and in a short time.**

**Actual performance:**

1. **The actual performance of first idea:**

Some standards are not met, for example:

1. The driver may arrive late in case of traffic jam
2. The car may contain internal defect that is not detected
3. **The actual performance of Second idea**

All of the conditions and standards that have been set are

met

1. **The actual performance of third idea**

All of the conditions and standards that have been set are

met Except that the second standard

**Compare between standards and actual performance:**

|  |  |
| --- | --- |
| **actual performance** | **standards** |
| **Standards of first idea:** |  |
| Completed | The driver must be a good driver and drive quietly |
| Not Completed | The driver should arrive to the patient in time with no latency |
| Not Completed | The car status should be good and the car has no defects |
| Completed | A fee should be added if a non-disabled person ordered a car and if repeated, we should ban the user |
| Completed | This idea is good for long term revenue |
| **Standards of Second idea:** |  |
| Completed | Provide workshops to train the drivers how to deal with the patients |
| Completed | An additional wheelchair should be provided in the car |
| Completed | We should provide secured database that stores the emergency contacts of each customer |
| Completed | We should add emergency call button in our app to call the ambulance and the customer relatives in case of any emergency |
| Completed | We should show the hotels, restrooms, and restaurants that we are working with in the drivers map in case the customer wants to take rest |
| **Standards for the third idea:** |  |
| Completed | Provide car with removable front seat |
| Not Completed | If there’s any accident the system should cancel the fees of the trip for the customer |

**Corrective action:**

**For first idea**: the driver should search for the best route to the customer, the cars should be deeply checked from time to time

**Third idea:** we should make ai system that detects the accidents automatically