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Timeless Smart Mall

Project

Business Plan

14/9/2024



**TABLE OF CONTENTS**

1. [TEAM MEMBERS 3](#_Toc177251575)
2. [INTRODUCTION 4](#_Toc177251576)
3. [PROJECT CHARTER 5](#_Toc177251577)
4. [RESOURCES ALLOCATION PLAN 8](#_Toc177251578)
5. [COMMUNICATION PLAN 9](#_Toc177251579)
6. [RISK ANALYSIS 10](#_Toc177251580)
7. [QUALITY ASSURANCE PLAN 11](#_Toc177251581)
8. [CONCLUSION 13](#_Toc177251582)

# TEAM MEMBERS

|  |  |
| --- | --- |
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# INTRODUCTION

Welcome to the Timeless Mall project, where we are pioneering the future of shopping with our state-of-the-art smart solutions. As technology continues to advance at an unprecedented pace, Timeless Mall stands at the forefront, integrating cutting-edge technology and IoT to revolutionize the shopping experience.

Our project is dedicated to delivering innovative technology solutions designed to enhance every aspect of shopping. From intelligent systems that streamline operations to IoT-driven features that offer seamless connectivity, we aim to make shopping more convenient, efficient, and enjoyable for everyone.

The name "Timeless Mall" symbolizes our commitment to timeless innovation and modern convenience. Our solutions are crafted to remain relevant and effective as technology evolves, ensuring that our clients and their customers always benefit from the latest advancements.

It’s important to note that while our focus is on providing exceptional technology solutions, we do not engage in structural aspects of the mall’s construction. Our expertise is centered on enhancing the shopping experience through advanced technology, leaving the physical construction of the mall to other experts.

Join us as we embark on this exciting journey, transforming the way people shop and interact with their surroundings through smart, connected technology.

# PROJECT CHARTER

|  |  |
| --- | --- |
| **Project Name** | **Project Supervisor** |
| Timeless Mall | Mohamed Osama |
| **Project Manager** | **Duration** |
| Sherif Elzahar | 1/1/2025 to 8/1/2027 |

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| --- | --- |
| **Purpose** | * The purpose of this project is to transform an Egyptian local brand mall into a smart mall, enhancing its technological integration and operational efficiency to offer a cutting-edge shopping experience. |

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| **Mission**  **And**  **Objectives** | * Implement technologies to improve shopping convenience and personalization, such as mobile apps for navigation, digital kiosks for information, and personalized promotions. * Introduce interactive elements like digital signage, smart parking solutions, and IoT-based services to engage customers and provide real-time information. * Deploy analytics tools to gather and analyze data on customer behavior, foot traffic, and sales trends to inform strategic decisions and marketing efforts. |

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| **Budget** | * Overall Estimated Cost Range: $2,150,000 - $4,700,000 |

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| --- | --- |
| **Scope in and out** | **In Scope:**   * Upgrading technology, enhancing customer experience, improving operational efficiency, and implementing advanced security systems.   **Out of Scope:**   * Major structural changes, unrelated facility upgrades, future tech integrations, and long-term maintenance.   Top of Form |

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| --- | --- |
| **Risks** | * Potential delays due to technology integration issues and unforeseen costs related to system implementation and maintenance. |

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| **Deliverables** | * **Smart Infrastructure Plan:** Detailed blueprint for technology and network upgrades, including sensor placement and integration points. * **Customer Experience Technologies:** Development and deployment of mobile apps, interactive kiosks, and digital directories to enhance user interaction and convenience. * **Operational Systems Integration:** Implementation of smart inventory management, energy-efficient systems, and automated facility maintenance solutions. * **Data Analytics Dashboard:** Creation of a comprehensive dashboard for real-time monitoring and analysis of customer behavior, foot traffic, and sales metrics. * **Security System Implementation:** Installation of advanced surveillance cameras, emergency alert systems, and smart access controls to enhance safety and security. * **Sustainability Solutions:** Integration of eco-friendly technologies such as smart lighting, energy-efficient HVAC systems, and waste management solutions. * **Training and Support Materials:** Development of training programs and user manuals to support mall staff and tenants in using the new technologies. * **Testing and Quality Assurance Report:** Documentation of thorough testing results for all implemented systems to ensure functionality and reliability. |

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| **Timeline** | * Planning Phase: [1/1/2025 – 6/1/2025] * Implementation Phase: [6/1/2025 – 6/1/2027] * Testing and Calibration: [6/1/2027 – 7/1/2027] * Completion and Handover: [7/1/2027 – 8/1/2027] |

**OPERATING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Responsible** | **Duration** | **Start Date** | **End Date** |
| **Project Planning** | Sherif Elzahar  (Project Manager) | 2 months | 01/01/2025 | 02/28/2025 |
| **Technology Infrastructure Plan** | Ibrahim Sadiq  (IT Specialist) | 3 months | 03/01/2025 | 05/31/2025 |
| **Customer Experience Tech Development** | Mohamed Osama  (Senior Embedded Software Engineer) | 6 months | 06/01/2025 | 11/30/2025 |
| **Operational Systems Integration** | Omar Wafaey  (Operations Coordinator) | 4 months | 12/01/2025 | 03/31/2026 |
| **Data Analytics Dashboard** | Mohamed Osama  (Senior Data Analyst) | 3 months | 04/01/2026 | 06/30/2026 |
| **Security System Implementation** | Layla Nasser (Security Specialist) | 4 months | 07/01/2026 | 10/31/2026 |
| **Sustainability Solutions** | Layla Nasser (Sustainability Consultant) | 3 months | 11/01/2026 | 01/31/2027 |
| **Training and Support Materials** | Ahmed Abdelazeem  (HR & Training Manger) | 2 months | 02/01/2027 | 03/31/2027 |
| **Testing and Quality Assurance** | Omar Wafaey  (Senior Testing Engineer) | 3 months | 04/01/2027 | 06/30/2027 |
| **Customer Communication Strategy** | Ahmed Abdelazeem  (Marketing Specialist) | 2 months | 07/01/2027 | 08/31/2027 |
| **Post-Implementation Review** | Sherif Elzahar  (Project Manager) | 1 month | 09/01/2027 | 09/30/2027 |

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| --- | --- | --- | --- | --- | --- |
| **Resources** | **Role** | **Team** | **Efforts (Months)** | **Rate/Month** | **Total Cost (USD)** |
| Sherif Elzahaar | Project Manager | Management | 24 | 12,000 | 288,000 |
| Ibrahim Sadiq | IT Specialist | IT & Operations | 18 | 11,000 | 198,000 |
| Mohamed Osama | Development Lead / Data Analyst | Development & Data Analysis | 15 | 10,500 | 157,500 |
| Omar Wafaey | Operations Coordinator / QA Lead | Operations & QA | 12 | 9,500 | 114,000 |
| Layla Nasser | Security Specialist / Sustainability Consultant | Security & Sustainability | 10 | 10,000 | 100,000 |
| Ahmed Abdelazeem | HR / Marketing Specialist | HR & Marketing | 8 | 8,500 | 68,000 |
| **Subtotal for Employees** |  |  |  |  | **925,500** |
| Smart Sensors | Materials | Procurement | N/A | N/A | 400,000 |
| Digital Kiosks | Materials | Procurement | N/A | N/A | 300,000 |
| Security Cameras | Materials | Procurement | N/A | N/A | 200,000 |
| HVAC Systems | Materials | Procurement | N/A | N/A | 250,000 |
| Advanced Lighting | Materials | Procurement | N/A | N/A | 200,000 |
| Interactive Digital Displays | Materials | Procurement | N/A | N/A | 250,000 |
| **Subtotal for Materials** |  |  |  |  | **1,600,000** |
| **Total Cost** |  |  |  |  | **2,525,500** |

# RESOURCES ALLOCATION PLAN

# COMMUNICATION PLAN



# RISK ANALYSIS

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk Type** | **Probability** | **Impact** | **Severity** |
| **Technology Compatibility Issues** | High | Moderate | High |
| **Data Security and Privacy Concerns** | Medium | High | High |
| **Unforeseen Technical Challenges** | Medium | High | High |
| **Dependency on External Suppliers** | High | Moderate | High |
| **Budget Overruns** | Medium | High | High |
| **User Adoption and Training** | Medium | High | High |
| **Regulatory Compliance** | High | High | High |
| **Environmental Factors** | Low | Moderate | Low |
| **Supply Chain Disruptions** | High | Moderate | High |

# QUALITY ASSURANCE PLAN

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| --- | --- | --- | --- | --- |
| **Aspect** | **Question** | **Yes / No** | **Functionality** | **Comments** |
| **Functionality** | Do all systems work correctly as designed? | Yes | Systems are operating efficiently as expected | All features are functioning correctly. |
| **Security** | Are the systems secure and providing the required protection? | Yes | Systems include robust security measures | Encryption and access controls are fully implemented. |
| **User Interface** | Is the user interface easy to use and smooth? | Yes | Interface is user-friendly and enhances customer satisfaction | Comfortable and easy for user interaction. |
| **Compatibility** | Are the systems compatible with other devices and applications? | Yes | Systems integrate with multiple devices | Integration with all required devices is achieved. |
| **Data Handling** | Is data handled efficiently and with privacy? | Yes | Data is managed efficiently and confidentially | Compliance with all privacy standards. |
| **Performance** | Do the systems perform acceptably without delays? | Yes | Systems operate swiftly and efficiently | No noticeable performance delays. |
| **Integration** | Do different systems integrate seamlessly? | Yes | Smooth integration between all systems | Systems work harmoniously without conflicts. |
| **Error Handling** | Does the system handle errors and issues effectively? | Yes | Effective and prompt error handling | System addresses and resolves errors efficiently. |
| **Maintenance** | Is the system easy to maintain and update? | Yes | Maintenance and updates are straightforward | Updates are easily applied and maintenance is effective. |
| **Usability** | Is the system easy for average users to operate? | Yes | System is easy to learn and use | Provides an excellent user experience with comprehensive support. |

# CONCLUSION

In conclusion the initiative to integrate smart solutions into the upcoming Timeless Mall marks a transformative step towards modernizing the retail experience and enhancing operational efficiency. This project aims to seamlessly incorporate advanced technologies into the new mall, creating an environment that is not only innovative but also responsive to the needs of both customers and retailers.

By embedding smart solutions such as interactive digital displays, self-service kiosks, and IoT-driven infrastructure, the project is set to redefine the traditional mall experience. These technologies will offer enhanced convenience, personalized shopping experiences, and efficient mall management, setting a new benchmark for future retail environments.

The successful implementation of these smart solutions will position Timeless Mall as a cutting-edge destination that attracts and engages shoppers through its advanced technological features. As we proceed, collaboration and effective execution will be key to realizing the vision of a truly smart mall, ensuring that Timeless Mall becomes a model of innovation and efficiency in the retail sector.