
Chapter 4

Project Management

The Project: It is a temporary effort to produce a product Or a unique service or result.

What is Project Management?

It is a science concerned with the necessity of organizing and managing resources (human and technical) in a manner consistent with achieving the desired goals.

Factors of Project Management

1. Leadership(Teamwork).
2. Analysis.
3. Budget(Cost)
4. Planning(Organization).
5. Problem solving.
6. Control
7. Communication.
8. Goals.
9. Risks.
10. Deadlines.

Project Management phases:

Stage 1: Project Conception and Initiation

Every project begins with conception and initiation. During this phase, an idea becomes a business plan, complete with goals, project charters, and stakeholders.

This is also when project teams come together—with the project manager—to build a broad roadmap for the project.

Teams should address a few questions at this stage, including:

- What is the purpose of this project?
- What are some potential obstacles?
- Who are the key stakeholders?
- Does it have a minimum or maximum budget?
- How long will this project take?

Stage 2: Project Planning

During this phase, the project manager develops a detailed plan for executing, monitoring, and controlling the project. This typically starts with setting goals.

When defining the goals of a project, S.M.A.R.T. and CLEAR methodologies are the most popular.
The acronym S.M.A.R.T. stands for Specific, Measurable, Achievable, Realistic, and Timely. Using this framework ensures your goals are clearly defined, realistic, and achievable.

Stage 3: Project Execution
During this stage, project managers establish workflows, assign tasks to team members, and ensure that everyone is on track. They also keep stakeholders and teams in the loop as the project progresses.

Stage 4: Project Monitoring & Controlling
Stage four usually runs concurrently with Stage three. After all, in order to monitor a project, it has to be running in the first place.
During this phase, the project manager works with their team to resolve any issues. This involves periodic reviews and updates of the plan to reflect changes in the scope of the project or in the availability of resources.

Stage 5: Project Close
This is the last phase of the project management lifecycle. This is when you hand over the deliverables to the project sponsor for approval. During this phase, the team disbands and any contractual hires for the project will be terminated.
After closure, the project manager conducts a final review that documents the lessons learned from the project, as well as any necessary data that can be useful in the future. Team members and stakeholders also discuss failures and successes during the presentation of the report. This helps to improve performance and productivity across the organization.

Challenges imposed on the project.
Anything determines your ability to make decisions and these elements require the project manager to balance or negotiate between them:
1.Scope.
2.Resources.
3.Quality.
4.Risk.
5.Time.
6.Cost.

Conditions of the project study

1. Market Study.
2. Technical and Engineering Studies.
3. Financial Serious Study.
4. Serious Economic Studies.
5. Social Analysis of Projects.
6. Organizational Foundation and Foundation.
7. Environmental analysis of the project.
8. Legal Studies.

What are the reasons for project failure?

1.60% of projects fail due to human factors.
2. 37% lack of planning quality.
3. 3% Implementation of creative ideas.

1. **SWOT Analysis**

A. Internal analysis:

1.Strengths

- Expertise.
- Reputation.
- Cost.
- Project Management.
- Speed of Delivery.
- Easy to Use.
- Quality.
- Communication.
- Low risk processes.
- Procurement and supplier management.
- People.

2.Weaknesses

- Expertise
- Reputation
- Cost
- Project Management
- Speed of Delivery
- Easy to Use

- Quality
- Communication
- Low risk processes
- Procurement and supplier management
- People.

B. External analysis:

1.Opportunities

- Enter new market.
- Develop new product.
- Reduce costs.
- Add new clients.
- Expand to a new geographical area.
- Launch marketing campaign.
- Hire new people.
- Open new stores/locations.
- Purchase competitor.
- Increase quality of product.
- Reduce risk.
- Increase time of delivery.
- Raise morale.

2.Threats

- New competitor
- Existing competitor expands / creates new product
- Increasing supplier cost
- Decreasing market demand
- Production disruption (breakdown, etc.)
- Increasing customer dissatisfaction
- Decreasing quality of work
- Acts of God
- Loss of key people to competitors
- Systems / products becoming obsolete
- Bankruptcy of supplier
- Client dissatisfaction
- Customer inability to pay.