Chapter 1 PROJECT INTRODUCTION

1.1 Project Introduction

We are the Home and Office Decorators, who make your Home and your surroundings look beautiful, we have a lot may items which suits your interior and ultimately becomes part of your decorations. Categorically we deal in wooden framing solutions, wall clocks (2D and 3D) and decorative solar lights.

What's more, here, therefore we welcome you to a comprehensive and prime website where you will get every type of decorative items. You will find fashionable and sophisticated Designs' of different home decors. Particularly you will get vast variety of well-designed wall clocks, wall sticker clocks, acrylic wall clocks and many more home decorative items. This will provide you with the basic and necessary information about your queries.

Consistently we work to live new life thorough designs and to help you through each phase of own styling. The Main objective of our is not to compromise over the quality and services given to the costumers. Our goal is to make easy and shoddy answer for beautify the inside. Costumer's choices are the first priority. We will do our best for the best of your choices.

1.2 Vision Statement

To Become Pakistan's Biggest Online Interior Decoration Store

1.3 Mission Statement

Our Mission is to deliver quality products and services to our customers, which ultimately makes them satisfied. By the end of 2016 we must be able to establish a mechanism, where we would be able to Generate Online Orders, Confirm and Dispatch them to form mature sales.

1.4 Strategies

Our Organizational Strategies are as follow:

Adding Quality products in our Product Line, timely Delivering of Items, ensuring after sales Services, effective Marketing through face book, WhatsApp, and through Other 3rd Person Organizations and developing and strengthening business relationships with builders.

1.5 Products

- Wall Stickers
- 3D Decoration
- Solar Lights
- Office Decoration
- Office Decals
- Carpets & Rugs
- Shelves & Racks
- Branding Frames
- Multi-Colour Lights
- Lounge Stickers
- White Lights
- Bedroom Stickers
- And Much More

1.6 Culture of the Organization

1.6.1Projectized Structure

In our organization project manager is fully responsible for success and failure of the project. He has full authority of the funds. The project manager has full authority to assign priorities, apply resources, and direct the work of persons assigned to the project. So, culture of our organization is completely Projectized.

1.6.2Business Drivers

Business drivers are defined freely as the primary components and assets which give the fundamental showcasing, deals, and operational elements of a business, are of principal significance which keeps the business sustainable.

1.6.3Explanation

A company must identify its Business Drivers. As a greater amount of a workmanship than a science, business drivers are breaking down by specialists and proprietors alike. Even though no single recipe or hypothesis directs accomplishment in business, some accepted procedures exist which can lead the originator of a firm on the way of progress and benefit. Clearly, the business drivers in human services will be genuinely not the same as those in a retail attire store. A valuable apparatus to quantify and oversee business drivers is a Flash Report.

Business drivers, clarified as the significant variables which prompt to achievement in business, are a greater amount of a workmanship than science. These elements vary broadly relying upon the business, scope, and other market progression. The achievement elements of one business may straightforwardly represent the disappointments of another

1.7 Business Drivers for LA

Business Drivers for our Company LA are depicted in the image below:

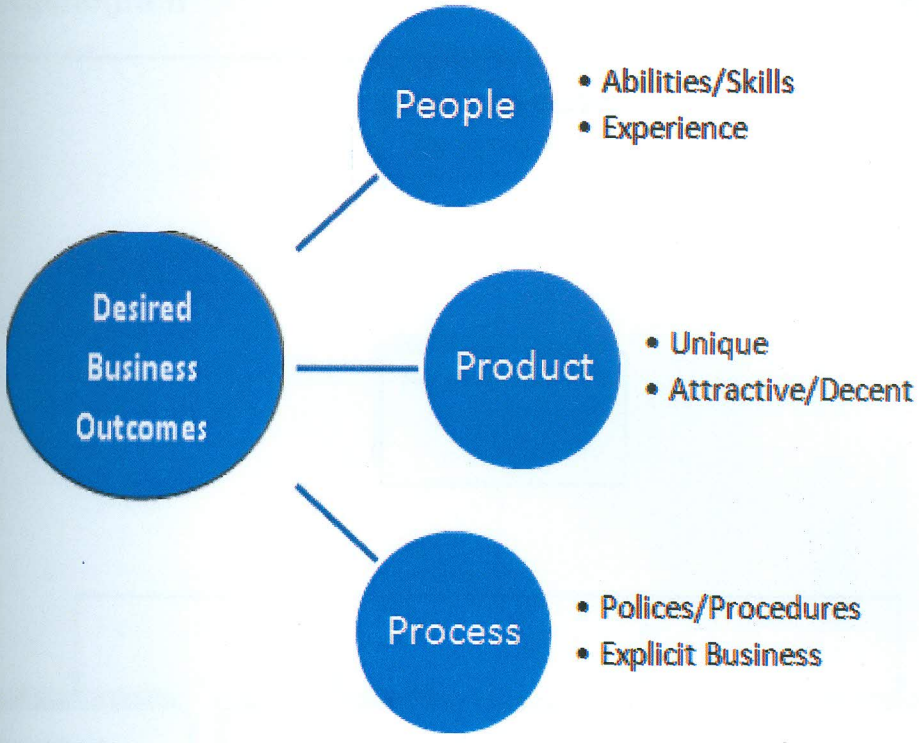


Figure 1 - Business Drivers

1.8 Organogram

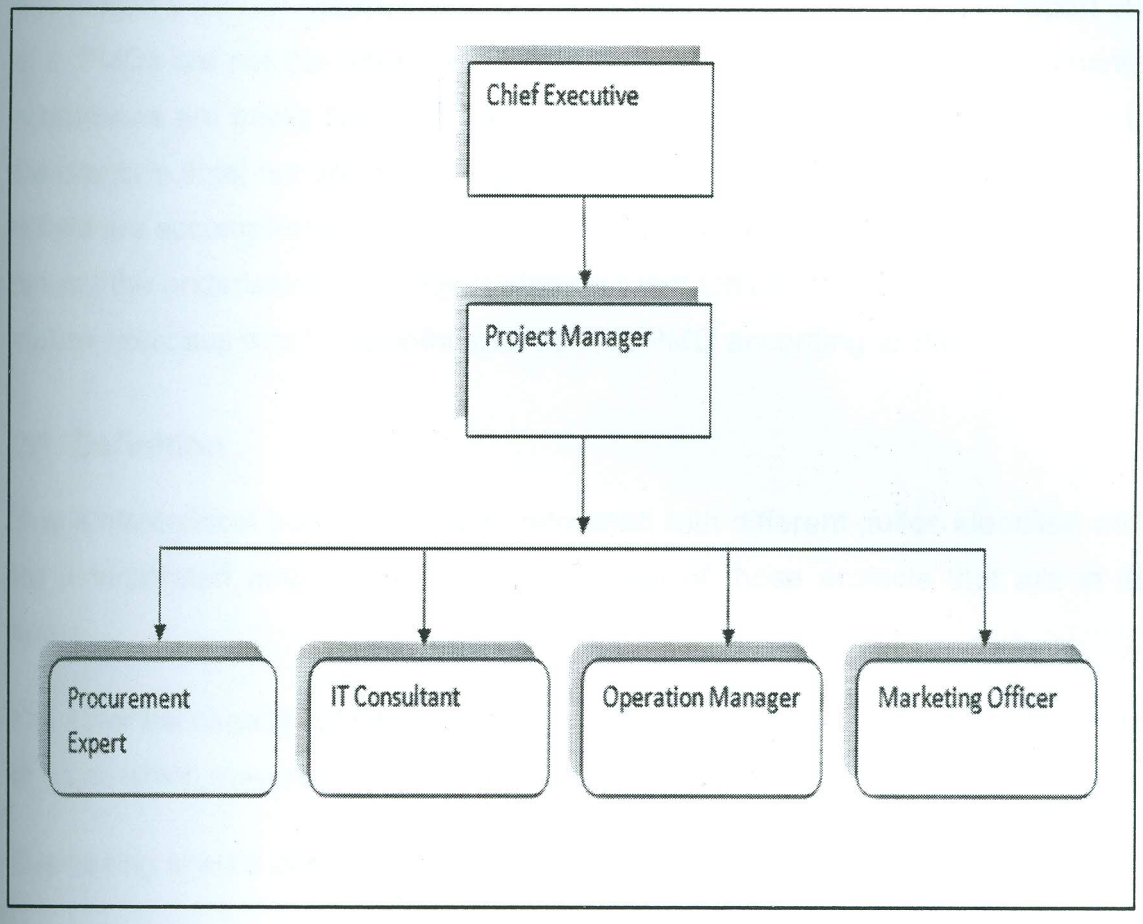


Figure 2 – Organogram

Chapter 2 Introduction to PMO

PMO is defined as a group of Individuals who possess the organization's project management process according to PMP. They have the privilege to change anything in the project management process. They prepare the project managers and handhold to them the procedure of execution. They are the general population who guarantee that project managers are taking after the procedure, for which they perform review now and again.

Formally, a PMO head is the individual, to who both program and venture supervisors at long last report. He is not the person who makes a few

presentations, goes to various project managers, receives their venture arranges and makes a PPT in return, or an exceed expectations presentation or report out of it. PMOs are not the ones, who are in charge of ensuring that the merchants' solicitations are being paid and their association's solicitations are being sent to the clients in time; nor are they the general population who investigate whether the tickets are accomplished for the assets in the venture that they are doing. Those are not the undertakings of Project Management Office. Those are project admin station exercises that have nothing to do with PMO according to PMI.

2.1 Definition

"It is a hierarchical body or element, relegated with different duties identified with the incorporated and facilitated administration of those projects that are in its space"

The essential capacity of PMO is to bolster the project managers in an assortment of ways, which may incorporate, however is not restricted to:

Overseeing shared assets over the tasks managed

Distinguishing and creating venture administration philosophy, best practices and guidelines

Instructing, tutoring, preparing, and oversight

Observing consistence with PM gauges, strategies, methods and formats

Creating and overseeing venture strategies, systems, formats and other shared documentation

Organizing correspondence crosswise over undertakings

2.2 Functions of PMO

Following are the functions of PMO:

- Creating standard
- Resource management for all undertakings
- Giving preparation and instruction for project team
- Overseeing conditions crosswise over various numerous projects
- Providing details regarding budgetary data that is ROI
- Risk Management for the complete project
- Scope management of the project
- Assign extend staff and deal with all tasks centrally

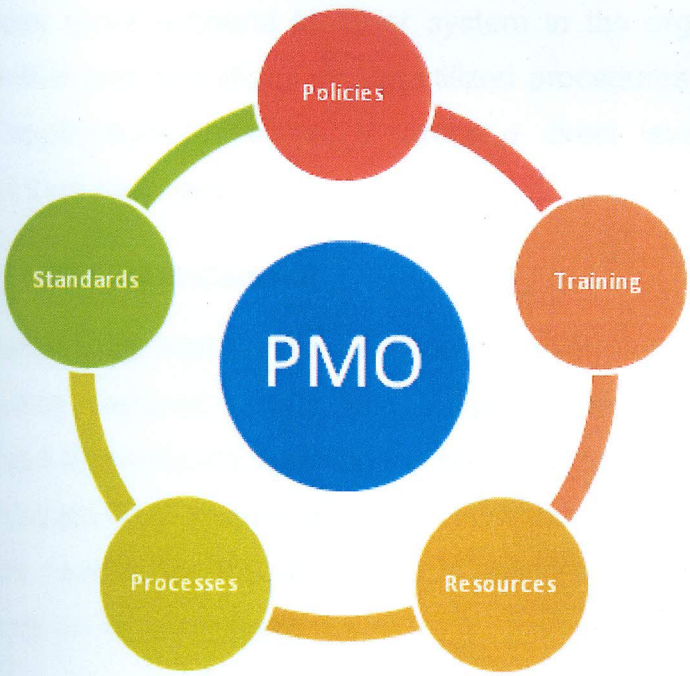


Figure 3 - Functions of PMO

2.3 Types of PMO

There are three types of PMO, mentioned below:

1. Supportive PMO
2. Directive PMO
3. Controlling PMO

2.3.1Supportive PMO (Low Control)

This sort gives support as conferences accessible upon demand. It likewise gives shapes, data, specialized support and preparing to the project team without forcing control on their project or exercises. This kind of workplaces fits establishments that are known for their effective tasks and are just in requirement for some kind of data centre. It's likewise portrayed by its low level of control on activities and groups, notwithstanding taking after brought together models in all undertakings.

2.3.2Directive PMO (Moderate Control)

This sort of offices gives a bound together system to the organization, which requires conformities and alterations on the utilized procedures, and in addition structures and applications. Likewise, it forces a direct level of control on undertakings and their exercises.

2.3.3Controlling PMO (High Control)

This sort is known for its high control on tasks, or even completely managing projects with giving required assets and support. The office characterizes managers to pursue it specifically reaching for the PMO extend. This sort likewise gives high demonstrable skill in managing projects, where each manager needs to compose periodic reports for the office which ensures an abnormal state of consistency in work on activities level.

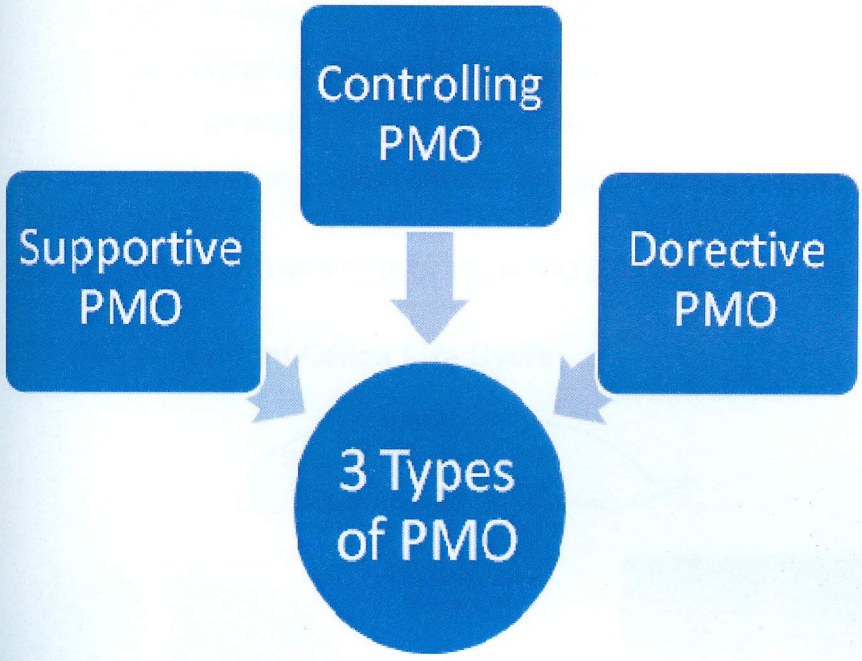


Figure 4 - Types of PMO

2.3.4Different classification for POMs type's

Project Management Institute (PMI) classifies PMOs to five different types:

1. **Departmental**: Supports specific business units or divisions.
2. **Project Specific**: Oversees the success of a particular project.
3. **Strategic:** Oversees a major organizational change.
4. **Project Support:** Handles administrative tasks to speed project completion.
5. **Centre of excellence:** Handles training and developing project managers.

PMOs may be classified to one of the following types from an organizational point of view:

1. Enterprise PMO
2. Organizational (departmental) PMO
3. Special- purpose PMO

2.3.5Why need PMO?

Here we mentioned the five key reasons why we need PMO:

1. Constrained Visibility into Project Performance
2. You have constrained assets and capacity planning is an issue
3. There is no predictable system for project delivery
4. There is an absence of possession and additionally responsibility

Projects regularly come in late or over spending plan and neglect to meet the goal.

2.3.6Project Management Office Life Cycle

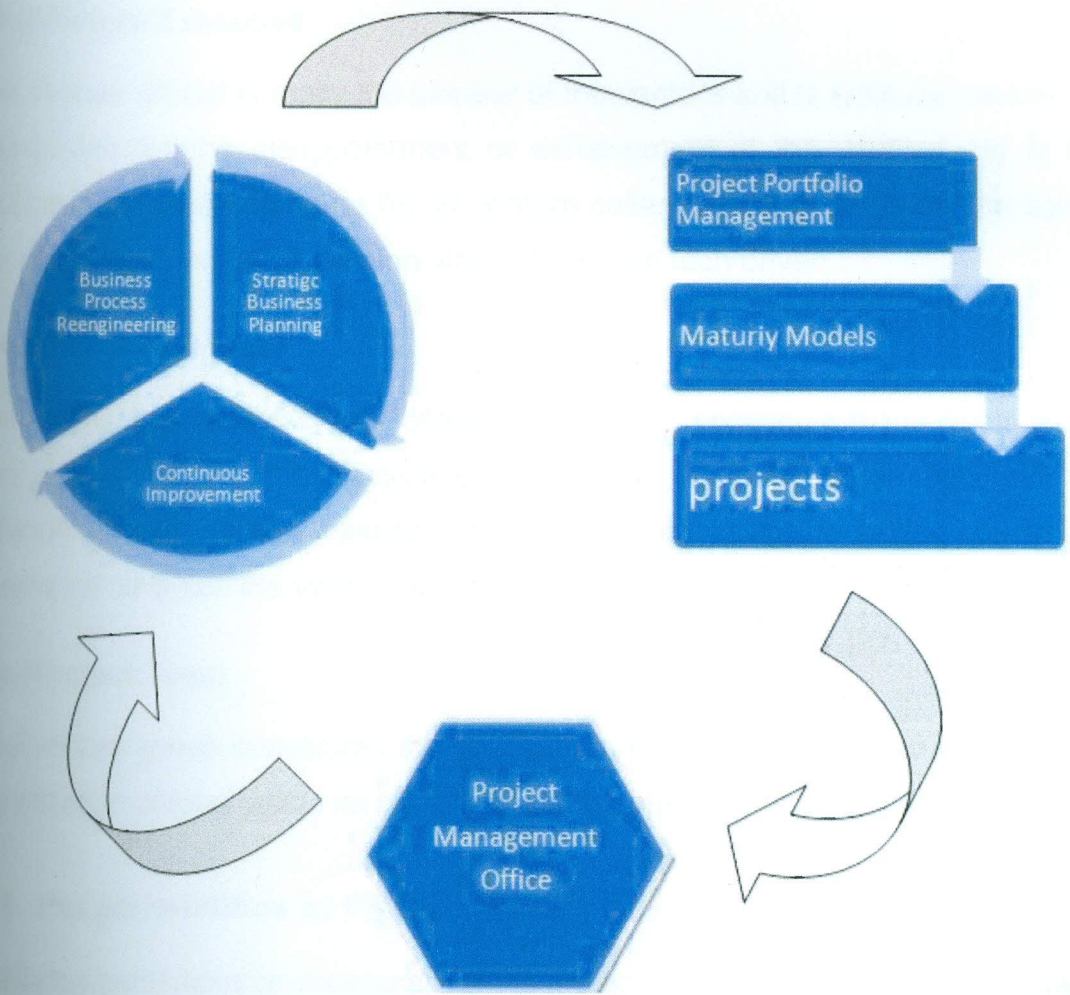


Figure 5 - PMO Life Cycle

2.4 Roles of PMO

2.4.1Entrepreneur or Sponsor

His occupation is to build up the extent of the venture and characterize different components of the specific venture for conveying comes about. The entrepreneur must have adequate information and involvement with respect to taking care of different tasks so he can take educated choices.

2.4.2Venture Executive

The venture official is really the pioneer of the venture and is typically considered responsible for the disappointment or achievement of the venture. He is the rousing and managing figure for all venture colleagues. It is generally the senior director in the innovation division whose tasks are tech driven.

2.4.3Venture Manager

The extend director is in charge of leading the pack in dealing with the whole group and co-coordinating their activities every day. He/she likewise sets out the arrangement for different exercises to be embraced alongside settled courses of events inside which the venture must be conveyed.

2.4.4Project Team

The venture group constitutes the real gathering of individuals who play out the exercises to convey yields as per pre-decided objectives by the Project Manager.

2.5 Responsibilities of PMO

While the administration measures for the project are set by the PMO, it is likewise important to guarantee that the group tails them. This is accomplished through steady project appraisal strategies. It gets input on the advance of the venture too.

The PMO keeps a record of the advance of different undertakings being taken care of by the organization on the premise of redesigns got from various venture supervisors. Institutionalization techniques are taken after with respect to the way

in which the information is gathered and introduced as reports to the administration. Project dashboards are normally used to showcase such information which is a straightforward strategy to keep the different project status.

In a few associations, the general population taking care of or executing activities may not really be prepared formally for venture administration. The PMO in this manner assumes an imperative part in giving help to this gathering.

2.6 Advantages of PMO

PMO have many advantages from which few are mentioned below:

- Reliable Project management technique
- Consistent layouts/templates and other project management forms
- Less demanding move of Projects
- Making the occupation of the project manager simpler
- Coordination between Projects
- Brought together lessons learned
- Steady Earned Value Analysis
- Higher customer satisfaction

2.7 Disadvantages of PMO

PMO also have some drawbacks which are mentioned as under:

- Setup overhead
- The PMO costs cash, so it Costs overhead
- Time overhead
- Additional work on the project manager
- Uncertainty in the PMO roles and responsibilities
- Potential clash with the customer

2.8 Key Steps to Implementing a PMO

- Setting up an enterprise concentrate on change in Project management competency
- Creating or upgrading Project management skills and information through preparing or by conducting workshops
- Guaranteeing consistency in project delivery
- Lessening Project overruns and expanding delivery speed
- Expanding consumer satisfaction through accomplishment of outcomes
- Chronicling project operational and execution information
- Giving a concentrated perspective for the project management practice

2.8.1As Is Analysis:

Presently, in LA the Project Management office doesn't exist because of which projects are begun without genuine ownership, there is not clear thought how to do best, and there is an absence of visibility into which projects are going and how projects are performing. The arrangement of project is not being overseen by any one and deliberately allocating resources to those projects in view of their need.

2.9 Problems of not having PMO

As there is no PMO in LA, so taking after issues are/can be confronted by our company project management.

- Projects finished late, took abundance spending plan, or without meeting the standard necessities of the customer
- Project management is responsive and not seen as giving worth which is a disturbing circumstance
- Management of Projects is cost more
- Execution of proactive management approach can't be done

2.10 Suggested PMO for LA (LIVE AWESOME)

The proposed kind of PMO as indicated by the nature of project and company size is Supportive PMO. The reasons are as per the following:

- This sort provide helps as meetings open upon request
- It in like manner gives shapes, information, and particular guidance and get ready to the project team without compelling control on their venture or activities.
- This sort of working environments fits foundations that are known for their successful assignments and are quite recently in prerequisite for some sort of server farm.
- It's similarly depicted by its low level of control on exercises and gatherings, despite taking after united models in all endeavours.

2.11 Introduction to EPM

- Enterprise performance management (EPM) is a field of business execution management which considers the visibility of operations in a closed circle demonstrates over all aspects of the enterprise. Particular to money related exercises in the workplace of the CFO, EPM likewise underpins budgetary arranging and investigation (FP&A).

There are a few areas in the EPM field which are driven by corporate activities, scholastic research, and business approaches. These include:

- Procedure definition
- Business arranging and determining
- Money related administration
- Production network adequacy

In light of the mission and vision of an association, distinctive key needs may drive how EPM spaces are utilized and advanced inside an association. For instance, an expert administrations firm situated in Canada may see the need compelling

and straightforward store network operations uniquely in contrast to a dressing maker with operations all through the world. What is regular in the EPM approach is the shut circle EPM handle demonstrate supported by Kaplan and Norton[vague] and their administration ways to deal with methodology plan, including adjusted scorecard and procedure delineate.

Chapter 3 Implementation of Primavera

3.1 Implementation of Primavera P6 on creation of Online Store

There is a desire need of Primavera P6 implementation for establishing an online store. As through this implementation projects can be managed in more effective ways and many problems can be solved through proper surveillance. Primavera P6 provides the more Affective ways for projects to complete its completion on time and cost reduce. Proper guideline provided for the better management of the ongoing project.

3.2 Reason for Primavera P6

3.2.1Consistent Methodology

A Primavera P6 permits everybody in the organization to talk the same dialect and take after steady procedures. Some procedures may work wonderfully, some may work awfully the fact is that none are steady with each other or over the association. You require a typical task administration procedure

3.2.2Economics of scale

A Primavera P6 executes moderate and practical endeavour wide arrangements. It is not exceptional for an organization to have about venture administration applications inside an organization, each with its own particular money related expense for execution and preparing work force.

3.2.3Objective opinion

A Primavera P6 gives a fair and target feeling with respect to the status of a task this is significant to venture partners and officials.

3.2.4Reduce Cost

One of the most important benefits of Primavera P6 is to provide accurate costing for the project completion so it helps to reduce extra expenses which may occur during completion of project.

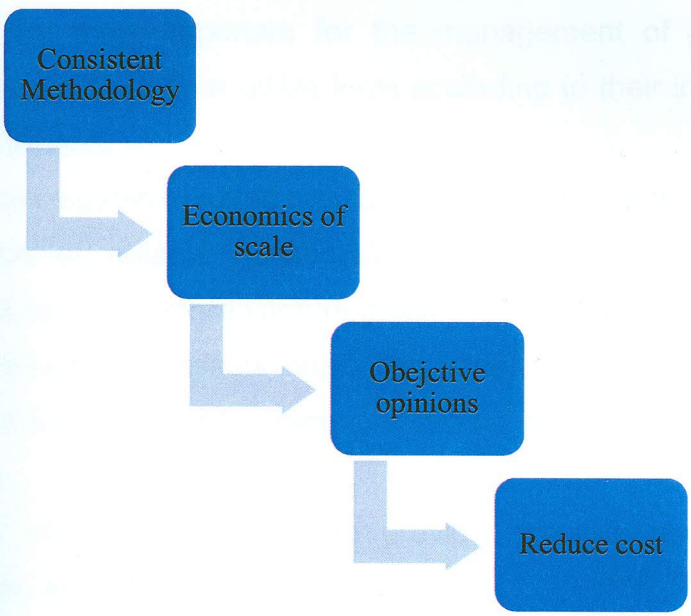


Figure 6 - Need Of Primavera P6

3.2.5Problems without Primavera P6

Primavera P6 has its value for the completion of project but if without Primavera P6 the amble problems can be waiting which stop the working of project effectively, some of the problems are listed as following.

1. Inappropriate scope definition
2. No Project plans are achieved without effective planning
3. Lack of Visibility on resource demands

4. Lack of achievement in terms of time, on budget and quality of deliverables due to the control over project
5. No proper planning on project procurement which is the main part of the project progress
6. Lack of communication among project team members
7. No documentation records.
8. Failure to check regular project progress
9. Lack of proactive project management
10. Project completion date extended due to poor planning and cost overrun
11. Tools are most important for the management of project but without Primavera P6 Planner utilize tools according to their interest which is bad for the project.
12. Some anticipates required regular communication with contractual workers. Absence of reliable collaboration with significant temporary workers influences one or more venture goals
13. One gathering of assets deals with different activities in the meantime, which results in over-burdening of assets and underutilization of different assets
14. Failure of project manager to provide accurate report on the project progress and ongoing project progress.

Chapter 4 Project Charter

Project Title: An Online Decoration Store: Best in Town La.com.pk (Planning and Development of Website using Primavera P6)

4.1 Project Team Members

- Abdur Rehman Mughal
- Usman Ali
- Hafiz Faizan Rasool

- Sarmad Amin Khan

4.2 Business Case

The "Life's Awesome" is an Online Home Decoration Store, with the aim of decorating citizen's interiors in a unique way. Online Shopping trend is rising in Pakistan as per a research. At one side, Online Mega stores have already strengthened their roots in Pakistani Markets, whereas at other side, they left much room for new entries in niche markets. And it's the reason, why; we choose a specialized store for Home Decoration by observing a relatively bigger gap in demand and supply.

Sponsor

Abdur Rehman Mughal

4.2.1Project Scope

To develop an Online Decoration, store this would be a platform to deliver Decorative Items and valued services in Pakistan

4.2.2Project Objectives

Project's Objectives are:

- Making Homes and Offices Decorative.
- Building Brand Loyalty (Life's Awesome)
- Achieving 99.9% Customer Satisfaction.
- Learning: How to tackle stakeholders effectively, by making the project an ultimate success.

4.3 Milestones:

1. Developed Website
2. Developed Content
3. Content Written
4. Maintained Inventory Level

4.4 Stakeholders

- Primary: Mr Owner.
- Secondary: Buyers, Pakistani Citizens
- Key Stake Holders: Group Members.

4.5 Project's Constraints

Time: 4 Months

Cost: $26000

Budget: Budget settled for the project is $25000

- This budget has been approved by sponsor(s) by considering three major Cost heads
- Website Development and advancement
- Procurement (purchasing of raw material) Online Marketing Expense (La.com.pk)

4.6 High Level Risks Involved

Major Identified Initial Risks are:

- Quality Material availability at minimum costing
- Tackling Stakeholder's influences.
- Fixing Team liaisons
- Ensuring after sales services successful
- Resource allocation
- Time

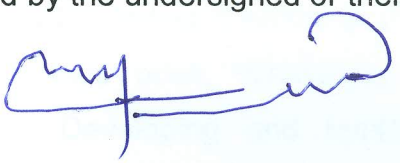
4.6.1Pre-Assigned Team

1. Project Manager: Abdur Rehman Mughal
2. Fizan Rasool: Vendors Selection and Negotiations Expert
3. Usman Ali. : Technology Consultant

4. Sarmad Amin Khan: Operation Manager

4.6.2Project charter approval

The undersigned acknowledge that they have reviewed the project charter and authorize and fund the project. Changes to this project charter will be coordinated with and approved by the undersigned or their designated representatives.

Signature:  **Date:** 06/06/17

Name: Abdul Rehman Mughal

Role: Project Sponsor

4.7 Project Scope statement

Project: An Online Decoration Store: Best in Town La.com.pk (Planning and Development of Website using Primavera P6)

4.7.1Business Case/Need

The "Life's Awesome" is an Online Home Decoration Store, with the aim of decorating citizen's interiors in a unique way. Online Shopping trend is rising in Pakistan as per a research. At one side, Online Mega stores have already strengthen their roots in Pakistani Markets, whereas at other side, they left much room for new entries in niche markets. And it's the reason, why; we choose a specialized store for Home Decoration by observing a relatively bigger gap in demand and supply.

4.7.2Project Scope

To develop an Online Decoration Store this would be a platform to deliver Decorative Items and valued services in Pakistan.

4.7.3Project Scope Description:

Scope Defines to convey quality items and administrations to our clients, which at last makes them fulfilled. Before the finish of 2016 we should have the capacity to set up a system, where we would have the capacity to Generate Online Orders, Confirm and dispatch them to frame develop deals, Adding Quality items in our Product Line, Timely Delivering of Items, guaranteeing After deals Services Viable Marketing through face book, WhatsApp, and through Other third Person Organizations and Developing and reinforcing business associations with manufacturers

4.7.4Project Objectives

Project's Objectives are:

- Making Homes and Offices Decorative.
- Building Brand Loyalty (Life's Awesome)
- Achieving 99.9% Customer Satisfaction.
- Learning: How to tackle stakeholders effectively, by making the project an ultimate success.

4.7.5Project's Constraints

Following are project constraints for this project, which must be handled carefully, so project may become a success.

4.7.5.1Time

Project is targeted to be completed in 130 days, where 10 days are expected to be the critical project days setting 10 days as management reserve.

4.7.5.2Budget

Budget settled for the project is $26000 in total. This amount will accommodate project expenses including website designing, making, Content writing, Search

Engine Optimization and defining operational processes. Please note that, management reserves in terms of cost must be kept in advance.

4.7.5.3Quality

A quality website is the backbone of project deliverable and also has been set as selection criteria.
Another Quality top ensures is product quality (Items which will be sold on website). Those products must be able to generate potential customer's pool. Third and one of the major quality parameter is to meet customer's expectation, which itself defines the terms "quality" i.e. meeting customer satisfaction.

4.7.6Selection Criteria

With Formal approval from sponsor, a selection criterion has been defined for making the project a success.

- An Electronic Commerce Store as a finished Product
- All sponsor's provided products should get listed on website, before deadline
- Strategically approved social media campaigning's, which diverts massive traffic on website Key Performance Indicator for this selection criteria has been set by analysing Google analytics, which will report website's traffic.

4.7.7Project Risks (Assumptions)

Identified Risks of the project are:

- Quality Material availability at minimum costing
- Tackling Stakeholder's influences.
- Fixing Team liaisons
- Ensuring after sales services successful
- Resource allocation
- Time

4.7.8Project Exclusions

Project will not deal in specifications which are not marked in described specifications. Additional E-Commerce Plugging are not in described specification of project, project will not go out of the scope which we described earlier.

4.8 Organizational Breakdown Structure

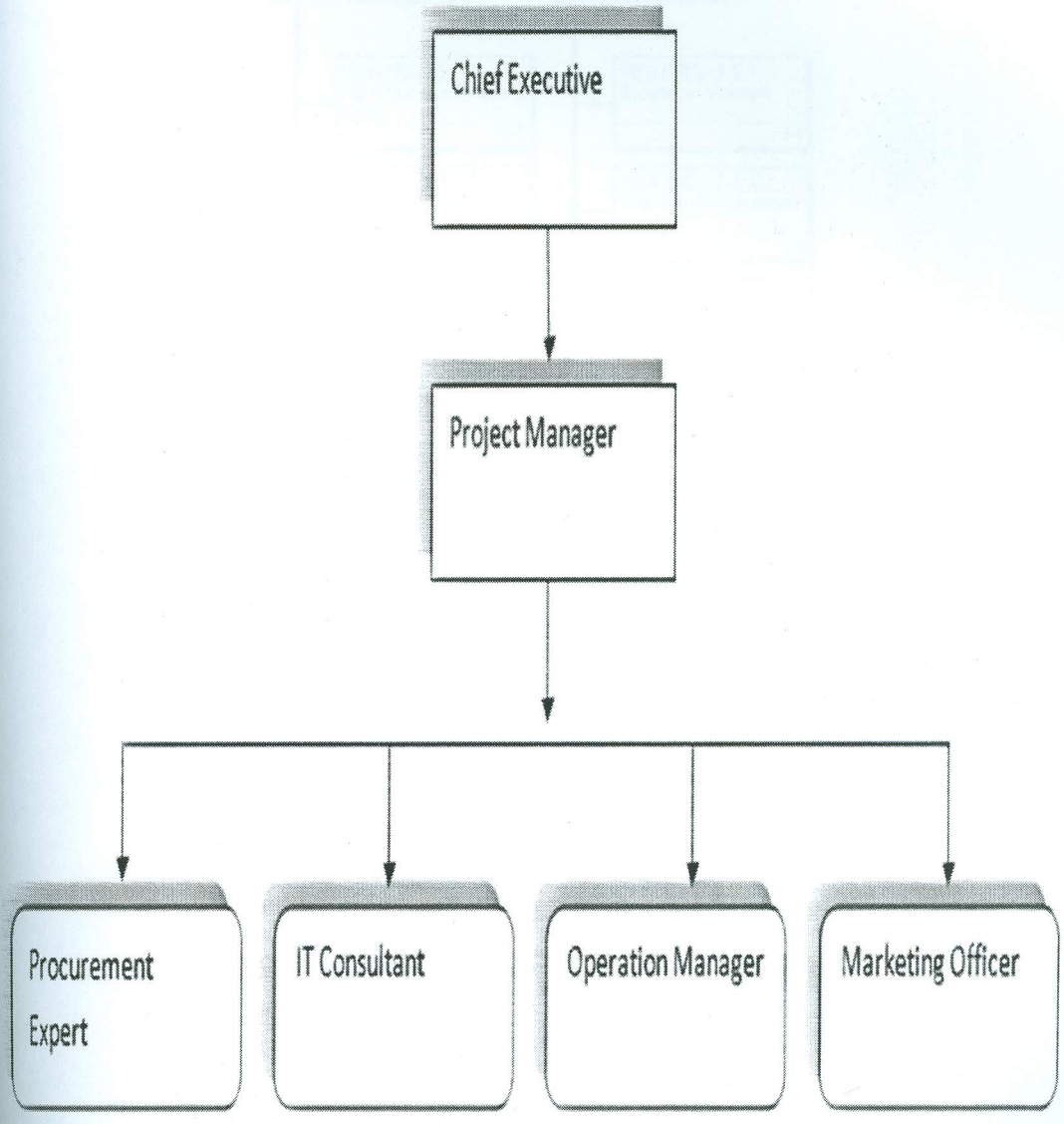
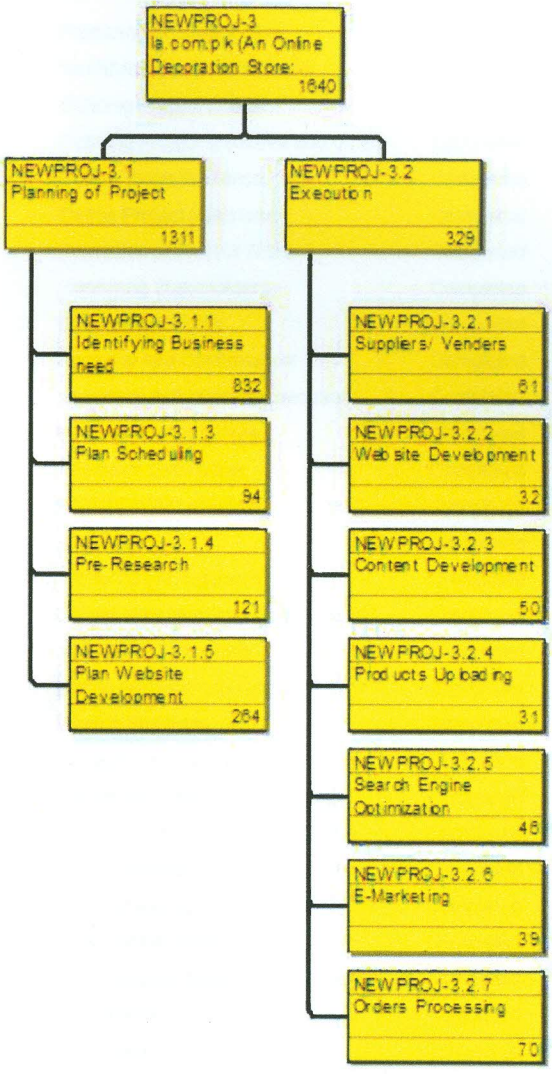


Figure 7 - Organizational Breakdown Structure

4.9 Work Break Structure (WBS)

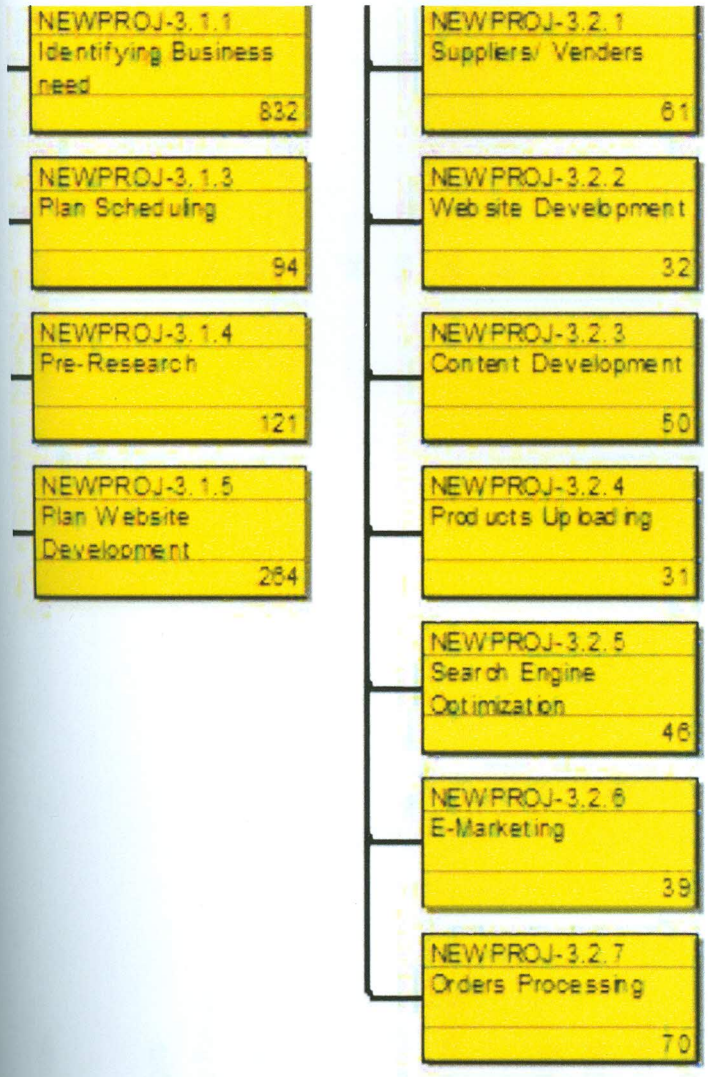


4.10 Activities List

Activity ID	Activity Name	Activity Status
A1000	Preparing Business case	Completed
A1010	Identifying Business Drivers	Completed
A1020	Defining Project Scope	Completed
A1030	Defining Project objective and Goals	Completed
A1050	Define Target Audience	Completed
A1060	Define Project Milestone	Completed
A1070	Formation of Project Team	Completed
A1080	Identifying Stakeholders	Completed
A1090	Define Constraints	Completed
A1100	Approval And Confirmation	Completed
A1110	Sequence Activities for execution	Completed
A1120	Estimation of Activities	Completed
A1130	Resource Estimation	Completed
A1140	Feasibility Assessment	Completed
A1150	Market Analysis	Completed
A1160	Niche Target Research	Completed
A1170	Budget allocation and Confirmation	Completed
A1180	Information Gathering	Completed
A1190	Define Purpose and Goals	Completed
A1200	Experts Meetings	Completed
A1210	Content Generation	Completed
A1220	Budget Indication For Completion	Completed
A1230	Initial Time Frame For completion	Completed
A1240	Web Customzing	Completed
A1250	Web Designing	Completed
A1260	Web Theme Installation	Completed
A1270	Web designer/developer Selection	Completed
A1280	Negotiation	Completed
A1290	Confirmation	Completed
A1300	Identify the Supplier /Venders	Completed
A1310	Supplier Qualification Screening	Completed
A1320	Request for information	Completed
A1330	Request for proposal	Completed
A1340	Request for Quotation	Completed
A1350	Contract Terms	Completed
A1360	Contracts and Agreements	Completed
A1370	Supplier Monitoring	Completed
A1380	Registering Domain (PKNIC)	Completed
A1390	Designing Back End	Completed

Activity ID	Activity Name	Activity Status
A1400	Design Front End	Completed
A1410	Integration	Completed
A1420	Website Development	Completed
A1430	Articles Writing	Completed
A1440	Standards and Templates Fixings	Completed
A1450	Information Architecture	Completed
A1460	Products Content Writing	Completed
A1470	Content validation	Completed
A1480	Developed Content	Completed
A1490	Defining Categories	Completed
A1500	Creating Listing	Completed
A1510	Products Uploading	Completed
A1520	Content Uploading	Completed
A1530	Google Indexing	Completed
A1540	SEO supportive Appraoch	Completed
A1550	Back Linking	Completed
A1560	User Testing	Completed
A1570	Marketing Models-ads-Referrals etc	Completed
A1580	Online Classifieds	Completed
A1590	3rd Party Promoters Marketing	Completed
A1600	Developing Response Mechanism	Completed
A1610	Feedback	Completed
A1620	E-Marketing	Completed
A1630	Order Generation	Completed
A1640	Process Order	Completed
A1650	Receive Confirmation	Completed
A1660	Packaging	Completed
A1670	Shipping	Completed
A1680	Tracking Shipment	Completed
A1690	Customer Servicing	Completed
A1700	After Sale Services	Completed
A1710	Feedback	Completed
A1720	Close Order	Completed

4.11 Milestone List



4.12 Resources

Resource ID	Resource Name	Primary Role	Default Units / Time
R001-1	Project Managers		8/d
R001-1-1	Sponsor-Abdul Rehman		8/d
R001-1-2	PM-IT Expert Usman		8/d
R001-1-3	PM-Fizan		8/d
R001-1-4	PM-Sarmad Ameen		8/d
R001-2	Administrative Staff		8/d
R001-3	Web Designer/Developer		8/d
R	Computers		8/d
R-1	Online Marketing		8/d
R-2	Online Classified		8/d
R-3	3rd Party Promotions		8/d
R-4	Confirmation Expences		8/d
R-5	Packing Expences		8/d
Total			***