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Introduction

The following study sheds light on different significant aspects of project directions, a proper alignment of which helps a company to achieve its goal. To make the study more evident, a particular client organisation has been chosen, and critical discussion has been carried out from both the perspective of the agency consultant and the client. Emphasis has been given to the problem areas of the client organisation, Samsung, where ideas have been demonstrated on the proper application of different project management tools. A particular promotional activity of the client organisation has been chosen in the study, depending on which the project overview has been examined with exposure of key determinant factors such as project costs, schedule, risks associated with the project, etc.

Task 1: Identification of client and agency roles

Throughout the study, the focus area will be on a particular project of the client organisation, and as the role of an agency depends on the type and pattern of the project, the essential thing will be to identify the client first. This study considers a particular promotional activity of the client organisation, Samsung, that has its specialisation in the production of a wide variety of industry and consumer electronics (Alzoubi, 2022). Since it is the vision of the company to inspire people with its breakthrough tech products and gadgets, the company has been noticed to utilise the scope of its promotional activity by nurturing a strong connection with its global customers. You Make Campaign has been one of the most significant promotional activities of Samsung that has allowed customers to embrace their service experiences and individuality through customised products. This lets consumers personalise the colour and style, and the promotional activity was mainly designed to build a strong relationship with customers.

However, the agency will focus on embracing the success of the promotional campaign, where it will be examined if any problems will have the likelihood of disrupting the project. Considering the outcome, the agency will provide a strategic direction and guidance to the company, which will help Samsung to achieve the project goal with minimum risk.

Task 2: Briefing document

Scope of the problem to be addressed

Although YouMake Campaign by Samsung aims to offer continuous service and benefits through virtual experience and customer participation, the main problem of the project will include misunderstanding of the marketing pitch by the company that may lead to consumer scepticism (Pinto, 2020). Besides this, as the company plans to launch an official platform to gather customers' preferences, it also may make the company experience legal hurdles that will adversely impact building customer relationships.

Measurable objectives

In the context of the project's measurable objectives, it has been argued by Sajad et al., (2016) that the objectives must be triangulated for the project's success, and therefore, in the case of Samsung's YouMake campaign, it will be related to organisational sustainability. The feasibility of different key aspects of the project will also be examined, and the aspects will include project cost, suitability of employing appropriate marketing tools, etc.

Key Performance Indicators (KPIs)

In the case of Samsung's campaign, the KPI will be related to business ethics management, customer relationship management, customer satisfaction and the rate of customer retention. It should be noted that through this promotional activity, the company aims to build a strong relationship with its customers.

On the other hand, KPIs are mainly the indicators that help to measure the company's performance in the journey of achieving a certain objective or goal. In this context, the study Jamali and Khan, (2018), reveals that Samsung's main aim through this campaign was to allow their customers to make an incredible Samsung experience across the full range of the company's products, for which the company launched an IoT powered smart things platform for all the people worldwide. This has been an opportunity for the company to revolutionise their promotional and marketing-related approach and establish a strong customer relationship. Here, it should be noted that to identify the KPIs of any project, the main factor is to recognise the aim of the project first, as this helps to outline the target performance and the standard of the performance to which the company is aiming to attain. Therefore, the agency has focused

on the fundamentals of the project aim, which has been a great exposure for identification of the KPIs for the company in this project. The following table consists of the main KPIs and the rationality and significance of this project.

KPIs	The way it relates to the project	Role and effectiveness in achieving the final aim
Social media engagement	As the company has launched an IoT-powered platform, this will equip the customers to become frequent visitors and showcase their preference for the wide product range of the company.	Eventually, this will increase social media engagement and customer relationships. Besides this, it will also be helpful for the company to increase brand awareness and image in the global context through organic traffic (Alamsyah and Putra, 2019).
Conversion rate and generated revenue	As conversion rate refers to the percentage of visitors, it can be said that the conversion and the increase in the revenue generated by the company will be a significant indicator for the success of this promotional activity.	The maximum conversion rate will allow the company to build strong customer relationships worldwide through promotional activity.

Table 1: Project KPIs

(Source: Generated by the researcher)

Task 3: Document required for the project

When it comes to the essentiality of the data needed to inform the project and how it will be provided, the agency has thought about the presentation of a document which will cover all the key aspects mentioned below.

Project: Launching a virtual promotional activity throughout the operating country to make customers happy and satisfied with a personalised and customised experience.

Assumed date of completion: The company sets its aim to complete the project by the end of FY 2023.

People associated with the project: The project will be beneficial for almost 32 million people in the world. It should be noted that the primary target of the promotional campaign will be the Generation Z, and the youngsters having the awareness about technology and the sense of fashion (Baghsheykhi and Arabiyeh, 2019).

Project purpose: The project has been launched by the company as a significant promotional campaign, which will allow Samsung's global customers to enjoy customised styles in all of the company's product range (Bognar, Puljic and Kadezabek, 2019). In particular, this project communicates to the international marketing platform, conveying a better personalisation method through a customised management system facilitated by the IoT SmartThing platform.

Approximate cost: The approximate cost for the project will be 170 million USD.

Task 4: Project overview with key details

This particular section of the study sheds the light on presenting a detailed overview of the project, which will work as a main guideline and strategic direction towards a successful completion. The details are as follows.

People

People	Interest and role	Impact on the project
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<i>Project team</i>	The project team will be responsible for handling all the tasks that need to be fulfilled for this promotion and conveying a better method of personalisation to the customers (Govindan and Alotaibi, 2021).	High
<i>Project managers</i>	Project managers in this promotional activity will be in charge to monitor the progress, and solving the issues and queries of the customers. Besides this they will also be responsible for manual handling of the IoT platform that has been launched by Samsung for the project (Asdi and Putra, 2020).	High
<i>Project sponsors</i>	Project sponsors in different countries will play the most essential role, as on this the success of the project will be dependent.	Moderate to high
<i>Customers</i>	Customers will be at the high priority of the company, as this project is going to be based on a completely customer-centric approach, where focusing on the changing need and preference of the customers will be the key mechanism for success.	Moderate

Table 2: Identification of people associated with the project

(Source: Generated by the researcher)

Cost structure

Area	Function	Cost
<i>IoT enabled platform</i>	An incorporation of this will allow the project managers to get the customers preference and an easy access of the market trend.	1097 dollars
<i>Management team</i>	Setting an appropriate management team will be helpful for handling different tasks like manual handling, solving issues, taking orders, etc (Tien, 2019).	6958 dollars
<i>Influencer marketing</i>	This will be the key method to increase brand awareness and influence the purchasing decisions of customers through enhanced social media engagement	6087 dollars

Table 3: Project cost structure

(Source: Generated by the researcher)

Schedule

Task Name	Month 1to 3	Month 3to 6	Month 6to 9	Month 9to 12	Month 12to 15

<i>Project briefing</i>					
<i>Problem identification</i>					
<i>Team management</i>					
<i>Marketing and control</i>					
<i>Communication management</i>					
<i>Stakeholder analysis</i>					
<i>Cost set up plan for the project</i>					
<i>Final execution of the plan</i>					

Table 4: Project scheduling

(Source: Generated by the researcher)

Task 5: Risk register

<i>Risk event</i>	<i>Discussion</i>	<i>Likelihood</i>	<i>Consequence</i>	<i>Severity</i>	<i>Mitigation strategy</i>	<i>Mitigation action</i>	<i>Owner</i>	<i>Status</i>
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Misunderstanding of marketing pitch	A small misunderstanding of marketing pitch can lead to a wrong perception of customers about the project, which will hamper the customer relationship management.	3	4	12	Reduction	In order to reduce or mitigate the risk, the project team and manager is recommended to focus on the method of conveying the function and effectiveness of the project. Here an approach of effective manual handling and personalised marketing can be helpful to mitigate the risk (Hai, 2023).	Project team and manager	Open
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Budget constraint due to the economic downturn	The fluctuation rate of the current economy in almost every operating country of the company can have an adverse impact on the project, which may hamper the progress pace of the project.	4	4	16	Reduction	To reduce potential risk, the company should identify the most suitable sponsors and choose an effective method of funding, as this will help ensure the successful completion of the project.	The project owner or the company	Open
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Conclusion

The above study has incorporated the basic principles of project management and its key concepts that help to deliver a proper outcome of the project. From the above analysis, without a specific strategic direction, it is more likely for a company to face challenges in managing projects. Emphasising the identified factors, the study has considered all the critical areas of the identified projects that help to recognise the appropriate method of strategic project management and encounter all the barriers in the path of successful completion.



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