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Engineering Management

BUSA2301

Land Exploitation Office

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Date: 21-12-2020

Executive Summary

In general, there are several areas of investment such as financial, real estate, commercial, industrial and agricultural. Our decision was to invest in the agricultural field. The loss is almost nil if the project is well studied, competition is low and agricultural products are necessary in each person life and required all the time and anywhere. But, we have to mention that being patient is a requirement to invest in this field since it's income will be seasonally. Also, selecting the type of crops is a challenge since seasonal crops return needs several months and may reach a full year or so until they are taken. On the other hand, planting trees need several years to obtain benefit.

Many agricultural lands owners face problems in investing in their lands such as: Finding persons to work on their lands or to participate in the harvest seasons, lack experience and background in agriculture. Moreover, nowadays land owners work on other jobs that is far away on agriculture. So, they don't have time to invest in their lands.

In this project, we intend to open an office and to make agreement with the land owners to provide workers on their lands and take a percentage of the land profit. At first, olive picking season will be our target then it will be extended. Moreover, this project will create many job opportunities and have the opportunity to enhance the overall agriculture experience for people in Palestine and helps improve the natural environment.

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1 Defining the Project

1.1 Project Scope

1.1.1 Project Objective

The overall objective of this project is to open an office that aims to invest in lands owners who neglect their lands.

Objectives are:

- Exploitation of agricultural lands to achieve the largest possible return.
- Increasing the area of cultivated areas and trying to increase their efficiency.
- Providing job opportunities for those who didn't work.
- Protecting agriculture lands from occupation and from being heath lands.

1.1.2 Deliverables

In general, the overall deliverable of the project is an office that provides services to everyone who owns lands and need to invest in his lands.

Deliverables are:

- Office that invest in agriculture lands for those who owns lands and didn't invest in it.
- Providing agricultural food products to individuals and communities.
- Achieving an adequate return within a specified period of time.
- A way for selling or exchanging products through the office such that sellers find a way of offering their products to a large number of customers who may be interested in it and offers cheaper options to them. Such products can be stored in customs warehouses for used products and be delivered to buyers through the delivery system.

1.1.3 Milestones

Milestone 1: Finishing the feasibility study and making precise time and resource estimations for the Project along with assigning roles to several personnel. Where project plans have a specific start date, corresponding to the start of the first task, and specific end date, corresponding to the end of the last task.

Milestone 2: Pitching the idea to the owners of the lands and obtaining their consent to include their lands in our project.

Milestone 3: Reserving warehouse locations and having them arranged to be used for product storage: Inventory management is a difficult and complex process. Sales and shipment to the customer, including inventory control for each product and accompanying alerts.

Milestone 4: Purchasing equipment's, which provides the main services and objectives that we wish to provide through our project.

Milestone 5: Advertising the platform through social media, posters and public meetings and talks. Some paid advertisements can also be made to publish this application.

Milestone 6: Extending and grow up, so investing lands all the year, not only olive season and working on different areas not on certain villages.

1.1.4 Technical and Requirements

- Provide experts in agriculture to maximize efficiency.
- Provide equipment's such as: Sickle, Axe, Scissors, Tractor, Insecticides and Fertilizer.
- Provide workers that are visible before starting harvest season.
- Provide warehouse for storing equipment's and products.

1.1.5 Limits and Exclusions

In reality, there are limitations on land investments, but all of them can be overcome with good planning and management.

Limits and Exclusions are:

- The ability to convince the owners to invest their lands: it is not always possible to make owners invest their lands. It may be more convenient for them and even cheaper but they will not trust that kind of work, they may also be not interested in keeping their products in warehouses for some reason.
- Obstacles in reserving warehouses for storage with the desired sizes and locations: for efficient delivery and storage, warehouses are needed to be as planned or things may go wrong, unfortunately, this is not always the case. Finding and reserving places for warehouses that are in the location and size needed may cost more money than planned or may not even be available.
- Poor production: when the product be weak in any year, the profit will be weak. To confront this problem, we resort to another type of seasons, such as cherry season.
- Natural disasters: natural disaster are a sudden event that couldn't be uncontrollable. and they may cause crop damage and loss of production. So we need to compensate for this loss by reinvesting the land again.

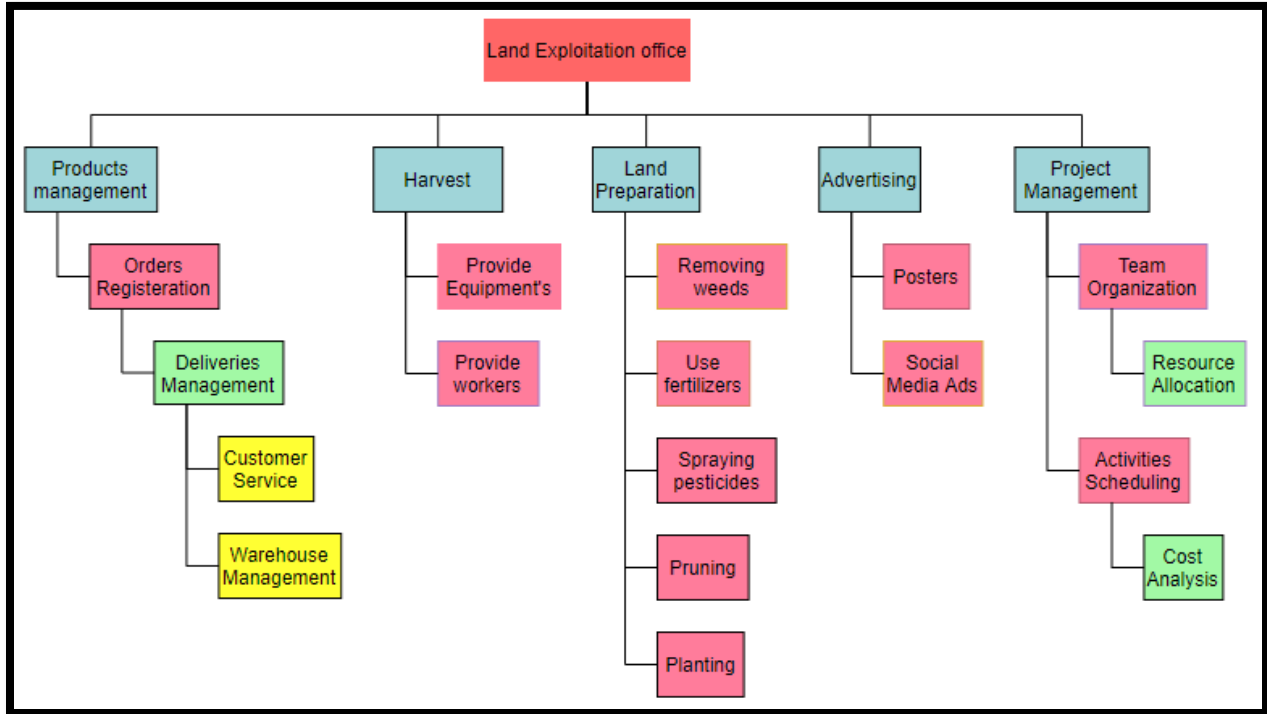
1.2 Project Priorities

Defining the priorities is the main part of any project management. So, it is very important to set the priorities that we need to consider in terms to make the project success. Priorities in our project from top to down are:

- Make a feasibility study to find the percentage of persons who have lands and agreed the idea. It is very important to know the people opinions about our project idea to make sure that our project will success.
- Calculating the project costs in all aspects so that costs cover the required equipment's and achieve the required efficiency and specifications.
- Provide financing which is the process of providing funds for business activities, making purchases, or investing.
- Find appropriate warehouses (size, location, and price), because we need a place to store the goods after harvesting.
- Searching workers and purchasing equipment's.

1.3 Work Breakdown Structure

Following is the WBS of the system.



1.4 Coding the WBS for the information System

Following is the outline of the project, major tasks, subtasks in the major tasks and activities to be completed from beginning till end.

1. Project Management
 - 1.1. Team Organization
 - 1.1.1. Resources Allocation
 - 1.2. Activities Scheduling
 - 1.2.1. Cost Analysis
2. Advertising
 - 2.1. Posters
 - 2.2. Social Media Ads
3. Land preparation
 - 3.1. Removing weeds
 - 3.2. Use fertilizers
 - 3.3. Spraying pesticides
 - 3.4. Pruning
 - 3.5. Planting
4. Harvest
 - 4.1. Provide equipment's
 - 4.2. Provide workers
5. Products management
 - 5.1. Orders Registration
 - 5.1.1. Deliveries Management
 - 5.1.1.1. Customer Service
 - 5.1.1.2. Warehouse Management

2 Estimating Project Times and Costs

In this section of the article on the work we will determine an approximate value of the cost needed by the work, and after investigating the working conditions and collecting information about the way the work is conducted, we need to calculate the costs of two consecutive years because production, although it is an annual production, but the production is large in one year and little in the following year. We need two-year costs, not a year. In the following table we will summarize the costs that we will incur within two years and which we do not need to pay until after obtaining the full agricultural crop.

Task Title	Cost
Workers for Picking Olives Costs	$60 \times 5 \times 120 = 36000$ ₪
Olive Picking Workers Costs	$60 \times 2 \times 120 = 14400$ ₪
Drivers Costs	$60 \times 100 = 6000$ ₪
Olives Picking Supplies Costs	500 ₪
Food and drinks Costs	$60 \times 100 = 6000$ ₪
Real State Costs	$2 \times 2000 = 4000$ ₪
Worker Monitor Costs	$60 \times 120 = 7200$ ₪
Manger Cost	$60 \times 150 = 9000$ ₪
Advertisements Cost	1000 ₪
Contingent Costs	2000 ₪
Utility Costs	10000 ₪
Rent Expenses	10000 ₪
Total	97100 ₪

If we look at the previous table, we found that the costs of two years are somewhat large, but if we look at the lowest estimate of the profit that will be obtained, we find that the costs are small and not great at all.

Total Gain = (Number of days * Daily Gain) – Total Costs

After investigation and inquiring about the amount of daily production according to the number of workers that was presented in the table, the average daily production of them is 12 tanks of oil, 6 tanks for the owner of the land and 6 tanks for the employer, so if we assume that the price of the tank is 450 shekels, then the daily production for work is $6 \times 450 = 2700$ Shekels per day and within two months $2700 \times 60 = 162,000$, and this is the lowest estimate that can be obtained.

→ So, Total gain = $162,000 - 97,100 = 64,900$ ₪

If we observe the amount of profit that we will gain in two years through work that does not exceed two months and on a small number of workers, but if we develop the work larger than that and on a larger scale, we will reap a very large profit, and we are inside our countryside that we love.

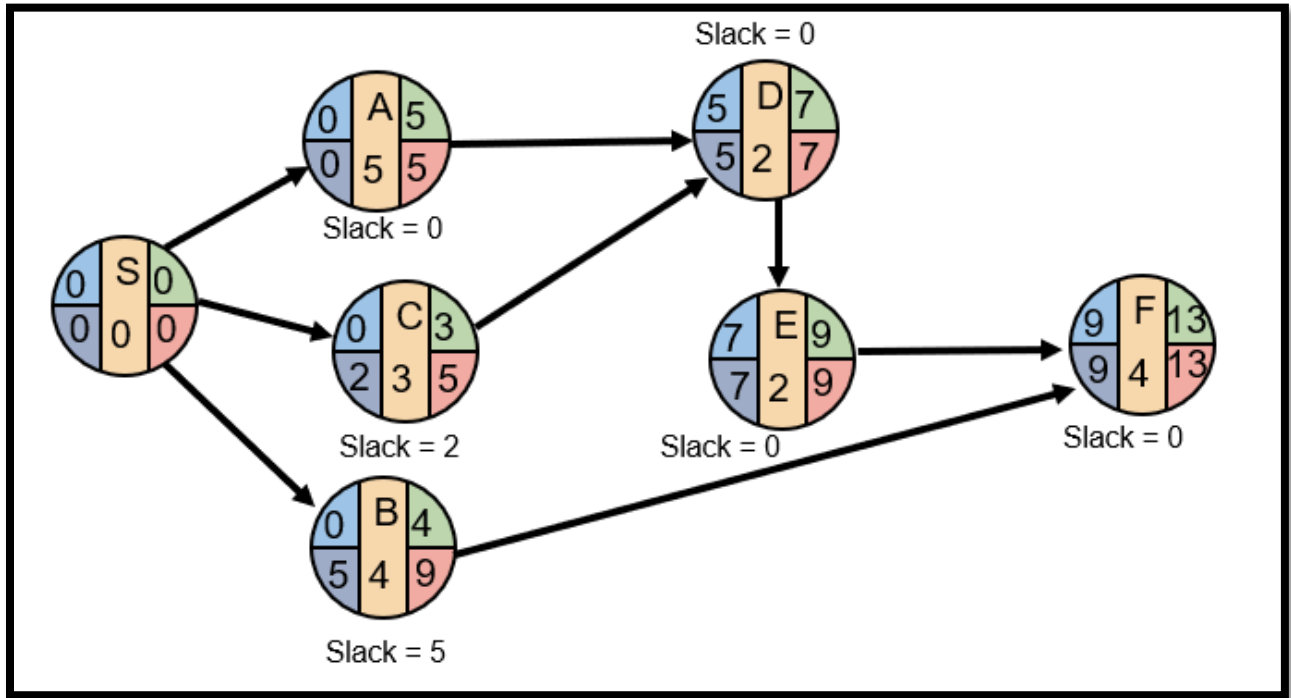
The best thing in this work is that all the initial costs can be paid after obtaining the wage for the work. Therefore, the work needs nothing but good management and poor management.

3 Developing a Project Plan

In this table we develop relationships among the activities and we decide which activities must precede and which must follow others:

Activates, Predecessors and Time Estimates for Land Exploitation Office			
Activity	Description	Duration	Immediate predecessors
A	Finishing the feasibility study and making precise time and resource estimations.	5	-----
B	Searching and preparing the office in a suitable place.	4	-----
C	Pitching the idea to the owners of the lands and obtaining their consent.	3	-----
D	Reserving warehouse locations and having them arranged to be used for product storage.	2	A, C
E	Purchasing equipment's, which provides the main services and objectives.	2	D
F	Advertising the platform through social media, posters and public meetings and talks.	4	B, E
Total		20	

In this figure we develop our project network:



Critical Path:

S -> A -> D -> E -> F

4 Managing Risk

In this report on business administration, we will raise the issue of risk from all its aspects, because knowing the extent of the damage is in itself a solution to the problem, so before starting any project and in order for it to be a pioneering idea at all levels, we must know the obstacles that may occur in the future and be fully prepared To confront it, and from here we will raise the issue of risk in all its forms and the necessary steps to manage and control it and make it an integral part of the management of the work completely.

→ Hence, we must recognize two important terms, namely risk and risk management:

Risk: A risk can be defined as an event or circumstance that has a negative effect on your business, for example, the risk of having equipment or money stolen as a result of poor security procedures. Types of risk vary from business to business.

You must decide on how much risk you are prepared to take in your business. Some risks may be critical to your success; however, exposing your business to the wrong types of risk may be harmful.

The most common business risk categories are:

- **Strategic:** decisions concerning your business' objectives compliance –the need to comply with laws, regulations, standards and codes of practice
- **Financial:** financial transactions, systems and structure of your business
- **Operational:** your operational and administrative procedures
- **Environmental:** external events that the business has little control over such unfavorable weather or economic conditions
- **Reputational:** the character or goodwill of the business.

Others include health and safety, project, equipment, security, technology, stakeholder management and service delivery.

Risk Management:

A proactive attempt to recognize and manage internal events and external threats that affect the likelihood of a project's success.

All risk management processes follow the same basic steps, although sometimes different jargon is used to describe these steps. Together these 5 risk management process steps combine to deliver a simple and effective risk management process (Risk Identification, Risk Assessment, Risk Response Matrix, Contingency Plan and Risk Response Control).

4.1 Risk Identification

What is Risk Identification in General?

Risk identification is the process of identifying and assessing threats to an organization, its operations, and its workforce. For example, risk identification may include assessing IT security threats such as malware and ransom ware, accidents, natural disasters, and other potentially harmful events that could disrupt business operations. Companies that develop robust risk management plans are likely to find they're able to minimize the impact of threats, when and if they should occur.

As we mentioned earlier, the types of risks that may occur within the work in many different types and forms and on the topic of an idea that we present in this article and will review it one by one.

- 1. Israeli occupation policies:** At this point, we will raise two important issues that may affect the proper functioning of the work due to the brutal occupation practices.

- 1.1 Shut down the business by the occupation:** The occupation may consider that this work carries with it a work in which it fights its misguided policy because it protects the land and increases citizens' attachment to it because it is considered a source of livelihood and hope for the farmer and the worker.

1.2 Practices of sabotage by settlers: The Palestinian citizen, because of living inside an occupied land, any work that will be associated with him will find practices of sabotage from the Israeli occupation, including sabotage caused by settlers in the Palestinian lands and the uprooting, burning, or sabotage of olive trees to combat all forms of heritage and documents that the Palestinian citizen is associated with. It forms an integral part of his national cause.



- 1. Crop theft:** The biggest dilemmas or dangers that this kind of negligence goes through is the theft of the olive crop by some corrupt people, and this type of risk is considered a real dilemma of the first type if it is not dealt with and looked at properly.
- 2. Bad Goodwill :** Any business in general consists of cash assets and non-cash assets and also it consists of tangible or intangible assets and one of the most important intangible assets, which are among the most important criteria that raise the market value for business is good reputation, and just as good reputation is considered one of the most important criteria, bad reputation is considered One of the biggest risks that a business may be exposed to, which would reduce its weight, importance and return.

3. The lack of real markets for oil and olives: This type of risk is considered to be the most common type that many states and governments suffer from, and at the level of the Palestinians, Palestine is one of the countries that are most deeply involved in the problem of weak economy and the lack of protection for the rights of Palestinian farmers. Therefore, the agricultural crop, although it achieved high production and profit, is in the same Time may suffer from difficulty in converting these valuable assets into cash assets that can be dealt with as a certified profit, and therefore this problem must be dealt with in a decent manner and carefully studied before navigating a lot in the workings.

4.2 Risk Assessment

What is a risk assessment?

Risk assessment is a term used to describe the overall process or method where you:

- Identify hazards and risk factors that have the potential to cause harm (hazard identification).
- Analyze and evaluate the risk associated with that hazard (risk analysis, and risk evaluation).
- Determine appropriate ways to eliminate the hazard, or control the risk when the hazard cannot be eliminated (risk control).

A risk assessment is a thorough look at your workplace to identify those things, situations, processes, etc. that may cause harm, particularly to people. After identification is made, you analyze and evaluate how likely and severe the risk is. When this determination is made, you can next, decide what measures should be in place to effectively eliminate or control the harm from happening.

Why is risk assessment important?

Risk assessments are very important as they form an integral part of an occupational health and safety management plan. They help to:

- Create awareness of hazards and risk.
- Identify who may be at risk (e.g., employees, cleaners, visitors, contractors, the public, etc.).
- Determine whether a control program is required for a particular hazard.
- Determine if existing control measures are adequate or if more should be done.
- Prevent injuries or illnesses, especially when done at the design or planning stage.
- Prioritize hazards and control measures.
- Meet legal requirements where applicable.

What is the goal of risk assessment?

The aim of the risk assessment process is to evaluate hazards, then remove that hazard or minimize the level of its risk by adding control measures, as necessary. By doing so, you have created a safer and healthier workplace.

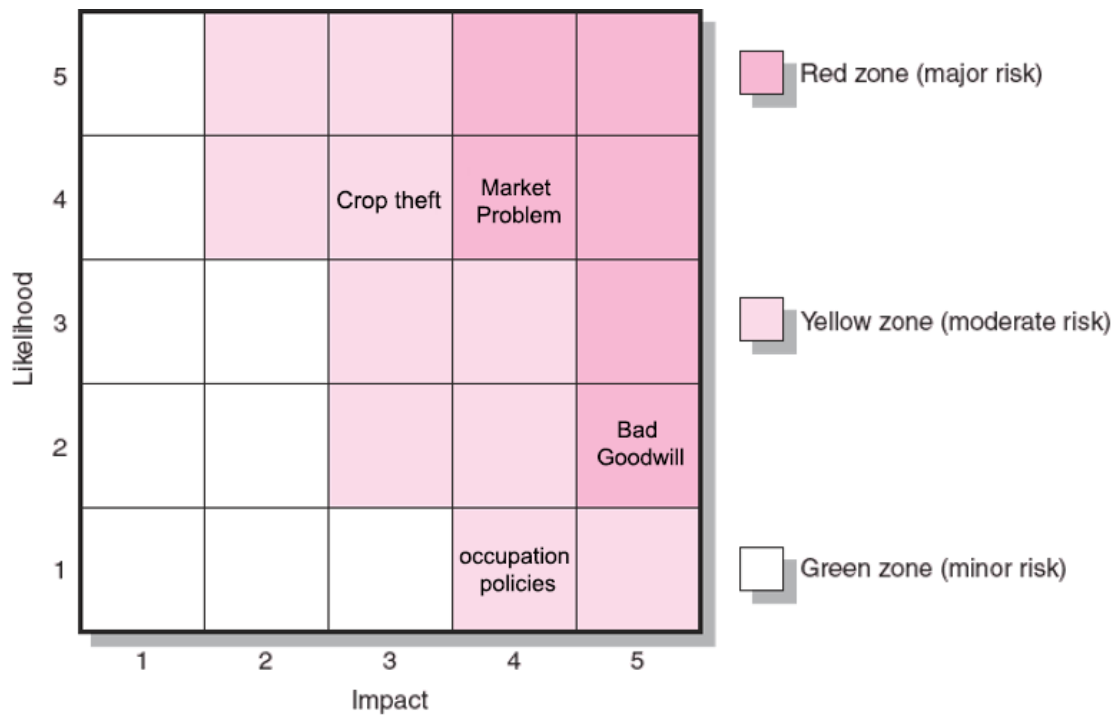
The goal is to try to answer the following questions:

- What can happen and under what circumstances?
- What are the possible consequences?
- How likely are the possible consequences to occur?
- Is the risk controlled effectively, or is further action required?

Risk Assessment Form

Risk Event	Likelihood	Impact	Detection difficulty	When
Occupation polices	1	4	4	In Any Time
Crop theft	4	4	3	Before the season Start
Bad goodwill	2	5	5	In any Time
Market Problem	4	3	4	After the season ends

4.3 Risk response Matrix



Response could be as following figure



Mitigating Risk

- Reducing the likelihood an adverse event will occur.
- Reducing impact of adverse event.

Transferring Risk

- Paying a premium to pass the risk to another party.

Avoiding Risk

- Changing the project plan to eliminate the risk or condition.

Sharing Risk

- Allocating risk to different parties

Retaining Risk

- Making a conscious decision to accept the risk

4.4 Contingency Plan

What Is a Contingency Plan for a Business?

In most cases, a contingency plan is devised to respond to a negative event that can tarnish a company's reputation or even financial livelihood. However, contingency plans in business aren't, by definition, always negative. There are positive contingency plans, such as what to do if the organization receives an unexpected sum of money or other resource.

The contingency plan is a proactive strategy, different from a crisis management plan, which is more of a reaction to something that happened. A contingency plan is set up to account for those disruptive events, so you're prepared if and when they arrive.

Related: Business Agility: What Is It & Why Is It Important?

While any organization is going to plan for its product or service to work successfully in the marketplace, that marketplace is anything but stable. Unpredictability might be the enemy of business, but that doesn't mean that it doesn't exist. To execute a plan believing you can avoid unpredictability may be fatal to your organization's future.

Contingency plan steps

1. Identify and prioritize resources
2. What are the key risks?
3. Draft a contingency plan
4. Share the plan
5. Revisit the plan

How to Create a Business Contingency Plan?

A contingency plan is a plan, and like any plan, it requires a great deal of research and brainstorming. And like any good plan, there are steps to take to make sure you're doing it right.

1. **Identify and Prioritize Resources:** Research your company and list its crucial resources, such as teams, tools, facilities, etc., then prioritize that list from most important to least important.
2. **What Are the Key Risks?** Figure out where you're vulnerable by meeting with teams, executives and every other department in the organization to get a full picture of what events could compromise your resources; hire an outside consultant, if necessary.

3. **Draft a Contingency Plan:** If you can, write a contingency plan for each risk that you identified in the above steps, but start with what's most critical to the life of your organization. As time permits you can create a plan for everything on your list. Whatever the plan, the thought behind each should be the steps necessary to resume normal operation of the company, thinking about communications, people's responsibilities, timelines, etc.
4. **Share the Plan:** When you've written the contingency plan and it's been approved, the next step is to make sure everyone in the organization has a copy. A contingency plan, no matter how thorough, is not effective if it hasn't been properly communicated.
5. **Revisit the Plan:** A contingency plan isn't chiseled in stone. It must be revisited, revised and maintained to reflect changes to the organization. As new employees, technologies and resources enter the picture, the contingency plan must be updated to handle them.

Contingency Plans and Risk Management in Project Management

In project management, contingency planning is often part of risk management. Any project manager knows that a plan is only an outline. Sometimes the project will extend beyond those lines. The more a manager can prepare for chance in their plan, the more effective it will be.

But risk management isn't the same as contingency planning. Risk management is about identifying, assessing, avoiding, mitigating, transferring, sharing and accepting risk; while a contingency plan is about developing steps to take when an actual issue occurs. However, they do share the aspect of what to do when the risk happens.

So, a contingency plan is what to do if an unplanned event occurs. It can be as simple as asking, "What if...?" and then outlining the steps to your plan as you answer that question.

Project Risk for Contingency Planning

When managing a project there are many entry points for risk that need to be accounted for with a contingency plan. For example, there's the physical, as in loss due to damage to information, equipment or facilities as a result of an accident or natural disaster.

Technical issues are another risk factor, in that systems can stop working or not work as needed to deliver the project on time and within budget. Of course, human resources are another risk, as teams get sick, leave projects or are terminated.

On a larger scale, there are factors even further beyond the control of a project manager, such as political and social change. For example, if you're working on a government contract that can change with whoever is currently in control of the government. Policy can change, and communities can protest projects and effectively stop them.

Liability issues are also at play when managing a project. There is the threat of legal action or compensation plans.

Risk Event	Response	Contingency Plan	Trigger	Who Is Responsible
Occupation policies	Reduce	Studies The Land Condition	Not Affect In many Conditions	Political Situation
Crop theft	Reduce	High Monitory To Land	Not affected	People Who are Monitor the land
Bad Goodwill	Reduce	Monitory For Each Part	Call From Top Management	General Manager
Market Problem	Transfer	Make Oil Gallons as Monitory Unit	Replacement Doesn't Work	Waste Managing and behavior

4.5 Risk Response Control

Risk response control involves executing the risk management processes and the risk management plan to respond to risk events. Risk must be monitored based on defined milestones and decisions made regarding risks and mitigation strategies. Sometimes workarounds or unplanned responses to risk events are needed when there is no contingency plan.

Inputs

- Risk management plan
- List of prioritized risks
- Risk ranking of the project
- Prioritized list of quantified risks
- Probabilistic analysis of the project
- Probabilistic of the of achieving the cost and time objectives
- List of potential responses
- Risks thresholds
- Risk owners
- Common risk causes
- Trends in quantitative risk analysis results

Tools and Techniques

- Avoidance
- Transference
- Mitigating
- Acceptance

Outputs

- Risk response plan
- Residual risks
- Secondary risk
- Contractual agreements
- Contingency reserve amounts needed
- Input to other processes
- Input to a revised project plan

Change control process is in the following figure

