

Project Management Theory and Practice

MBA

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Executive summary

Companies have to adopt number of projects according to the changing environmental requirements. These projects can be profit oriented or not profit oriented due to there is an emerging trend of involving in CSR activities by most of present organizations. Managing a project is not a simple task. Project goes through five phases called planning, initiation, and execution, monitoring and controlling and closing. There are specified methods, tools and techniques to engage in each phase of a project. In here project management plays vital role. This report provides a proper access for project management in the context of CSR project related to ABC group.

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01. Introduction

ABC involves in number of innovative and entrepreneurial activities after its incorporation in 1878. Its value addition is not limit to businesses but also to individuals within and outside the country. Company's growth have ensured through its business performance throughout the world and the sustainable strategy. Its sustainable strategy deployed with a positive approach towards its stakeholders. This is primarily done through the CSR activities. When the company deals with community aspect it mainly tries to give solutions for the issues faced by the community. Company focuses on number of areas including health, environment, education, community development, customers and suppliers and employees through its CSR strategy.

Organizational Chart

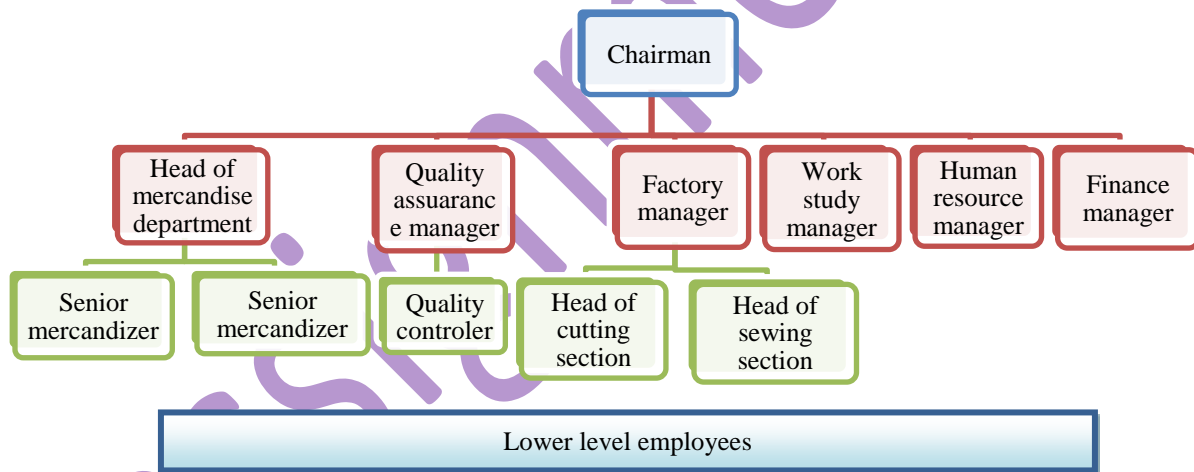


Figure 1 - Organizational Chart

Mission of ABC

“Delivering superior shareholder value by unleashing the full potential of our people and achieving leadership in all our domestic and global businesses”

Vision of the Haleyes

“To be Sri Lanka’s corporate inspiration at all times”.

This report elaborates such a CSR project going to be implemented by the ABC group. This is a project to provide clean drinking water to CKD affected people in North and North central province in Sri Lanka. As an ongoing project, the company has already provided this clean drinking water facility for four villages including Kiriketuwewa, Balayawewa, Pihimbiyagollewa and Maithreepura. Now company is planning to provide this facility for a village proximity to Horowpathana in North central province.

CSR projects of ABC are always contributed by the subsidiaries of ABC group. Company has number of subsidiaries which are operating at various sectors including fiber, Purification products, hand protection, textiles, construction material, agriculture...etc.

This project is expected to contribute by subsidiaries of ABC group. Main collaboration is formulated with the Puritas which is known as a fully owned subsidiary of Haycarb which provide customized consultancy and solutions for raw water and liquid. And also project is sponsored by Dipped products Ltd., Alumex PLC and ABC agriculture are other renowned subsidiaries of ABC group.

Problem Identification and justification

Corporate strategy of an organization is determined in order to achieve the strategic intention of the organization. So any company should have proper understanding related to corporate strategy when performing commercial and noncommercial activities because all such activities are decided the ultimate accomplishment of organizational vision. Vision of the Haleys is “to be Sri Lanka’s corporate inspiration at all times”. Mission of ABC is “Delivering superior shareholder value by unleashing the full potential of our people and achieving leadership in all our domestic and global businesses”. Good citizenship is a key value represents the ABC values in the path of achieving this mission. It realizes the company’s responsibility of caring for communities and give active support for their growth while being the environmentally responsible.

Sustainability is a key feature of the ABC corporate strategy and core operations of the ABC are penetrated by this sustainability concept. Vision of the company reveals its intention to become a leader of industrial sector in Sri Lanka. This vision is fueled by corporate sustainability. Company’s sustainable strategy focuses on areas such as health, environment, education, community development, customers and suppliers and employees. Company’s CSR initiatives follow a core belief called “hands on rather than handouts”.

Proposed solution

This CSR project for providing purified drinking water for a village in north central province is also a project to give a solution for people who affect from kidney diseases in the region. The company expects to facilitate to provide purified drinking water and to provide awareness to promote appropriate health practices.

02. Feasibility of the project to the organization

Project's feasibility will depend on four key factors and feasibility can be assessed by analyzing those areas.

Economic analysis: This Analysis provides project's capability to disseminate benefits for the society which exceeding the cost incurred on project. Most part of the population in north central province are farmers and most of those farmers have already victimized by kidney diseases because inappropriate water consumption (which contain arsenic). Because of the disease such families are become incapable of generating income because they have to dedicate the time and cost on behalf of diseased people. Their contribution on cultivation paddy cultivation may also stop. It will generate a big negative impact on whole Sri Lankan society. This project for water purification and distribution while disseminating necessary knowledge on the topic requires Rs.5.4 Million budgeted cost. But it provides clean drinking water more than 1250 villagers in the area. As an ongoing project already this has served for 9000 villagers in the Northern and North central province. On the other hand this is a national programme which nessacery to intervene the government sector. But with the ABC intervention it will save large part of cost need to be incurred by the society and the government. Opportunity benefits of this project exceed the cost incurred for the project. Because of that this is an economically feasible project.

Operational analysis: This analysis measure the ability of firm to perform the operational tasks related to the project. Operational capability is determined by the skilled human resource readiness of them to provide assistance on the planned project. In performing this kind of CSR project ABC group have subsidiaries which cover wide areas in industrial sector and it is able to get the support of those subsidiaries. Puritas as a subsidiary of Haycarb, it has all nessacery skilled technicians, knowledge and resources in establishing this kind of water purification project. When considering the willingness, these subsidiary companies of ABC have formed cross functional internal CSR teams to carry out these operational tasks. So this project is operationally feasible.

Financial analysis: In here project team may assess the feasibility of the project in financial terms. Company's ability to finance this kind of CSR project is not an issue because the all those subsidiaries allocate considerable percentage from their profit before tax.

Legal analysis: In Sri Lankan legal context there is a national policy for rural water supply and sanitation sector which was developed by the ministry of urban development in Sri Lanka. Therefore company should be comply with laws and regulations imposed by provincial council, Local government authorities, water and drainage board. ABC as an ethical company ensures the compatibility with such legal requirements and this reveals the legal feasibility.

Time analysis: Company expects to complete the project within six months period of time. When considering the available resources of the company need to spend more time on regular surveys for analyze the benefits for users and to comply with regulatory requirements.



Figure 2 - SWOT analysis

03. Preparation of SOW and WBS

3.1 Statement of work

Name of the project: 'Puritas sath Diyawara'

Organization: ABC PLC

Location: Parangiyawadiya village proximity to Horowpathana in North central province

Issue: The whole community in north central province have stressed by inappropriate contents of available drinking water. There are large amount of mineral and metal contain in the water. There are 1250 villagers in Parangiyawadiya and 56 chronic kidney diseased people have identified due to inappropriate water consumption. Children in the village are always suffering from stomachache after consumption of tapped water or well water although boiled or filtered. It is able to note that there are residues in pots or mugs that people use to store water. Due to this crisis most of the people in the area have to spend the time in hospitals and they are unable to work and sustain their families. Unawareness of people about the sources of disease is a major factor for this situation.

Project Objectives

- To provide convenient accessibility of clean drinking water for villagers
- To facilitate to obtain water within walking distant for each family
- To cure the CKD affected people in the village
- To give prior protection for children and other people who have not victimized for CKD
- To enhance the working ability of people in safer environment
- To ensure the academic success of children free from water related diseases
- To uplift the living condition of people by well aware them regarding the good health practices and sanitation

Project deliverables

- Centralized water treatment plant- In here Reverse Osmosis plant which have capacity to purify and provide 10000 liters of water per village in one day, will be established.

- Formalized water distribution network- This consists with multiple docking stations and bowsers and ensure the equal access for all villagers for purified water.
- Livelihood development programme- This programme will be conducted to disseminate knowledge to improve the suitable health and sanitation practices of villagers while providing nessacery skills and knowledge to involve in different employment activities rather than depending merely on cultivation.
- Library with internet facility- this library allows access for information all aged and both gender villagers
- Documentation

Project stakeholders also expect deliverables from the proposed project. They can be communicated through project documentations. It is able to get the approval for the project through the project proposal and accomplishment of whole project will be conveyed through the project report.

Work requirement

- Conduct an initial meeting of CSR committee to identify an appropriate and up to date valuable project to be implemented for the year. Employees in the ABC group will be participated in making suggestions.
- Initial discussion with Puritas to get the operational support for the project
- Visit to provincial council and discuss with the minister who undertake the subject and identify a village to be facilitate
- Discuss with the water and drainage board to identify the requirements to be fulfilled
- Formulate the project proposal and present it to the water and drainage board, provincial council and sponsors (Dipped products Ltd., Alumex PLC and ABC agriculture)
- Install the reverse osmosis plant and purified water distribution facilities
- Conduct the ceremony with awareness programme and open for village community

Project period

Project will be started on 5th February 2016 and completed on 5th May 2016 after three months project period.

3.2 Work Breakdown structure

1. Project Initiation
 - 1.1. Initial Meeting to select a project
 - 1.2. Formulate the project team
 - 1.3. Allocate responsibilities to team members
2. Planning the project
 - 2.1. Initial discussion with Puritas, Dipped products Ltd., Alumex PLC and ABC agriculture for sponsorships
 - 2.2. Discuss with the North central province and water and drainage board
 - 2.3. Formulate the project proposal
 - 2.4. Complete the project Proposal
 - 2.5. Getting approval for the proposal
 - 2.6. Proposal approved
3. Project execution
 - 3.1. Build a complex to install the plant
 - 3.2. Complete the complex
 - 3.3. Build docking stations
 - 3.4. Complete the docking stations
 - 3.5. Build the library
 - 3.6. Obtain internet facilities for the library
 - 3.7. Purchase books
 - 3.8. Complete the library
 - 3.9. Purchase reverse osmosis plant from Puritas
 - 3.9.1. Get prequalified vendors' list from Puritas
 - 3.9.2. Calling for quotations
 - 3.9.3. Select a vendor
 - 3.9.4. Purchase the plant
 - 3.10. Purchase water bowsers
 - 3.10.1. Calling for quotations
 - 3.10.2. Select a vendor

- 3.10.3. Purchase the bowzers
- 3.11. Install the plant in the complex
- 3.12. Recruit people to operate the plant and distribute water
- 3.13. Organize the Community awareness programme and opening ceremony
 - 3.13.1. Sending invitation cards
 - 3.13.2. Arrange Decorations
 - 3.13.3. Arrange Refreshment
 - 3.13.4. Day of function
- 4. Monitoring and controlling
 - 4.1. Assure the quality of deliverables
 - 4.1.1. Check the quality of the plant
 - 4.1.2. Check the quality of water distribution
 - 4.2. Monitoring the impact on villagers
 - 4.3. Resolving issues
- 5. Closing the project
 - 5.1. Make payments for plant vendors
 - 5.2. Make payments for water bowser vendors
 - 5.3. Documentation
 - 5.4. Project closure

04. Gantt chart

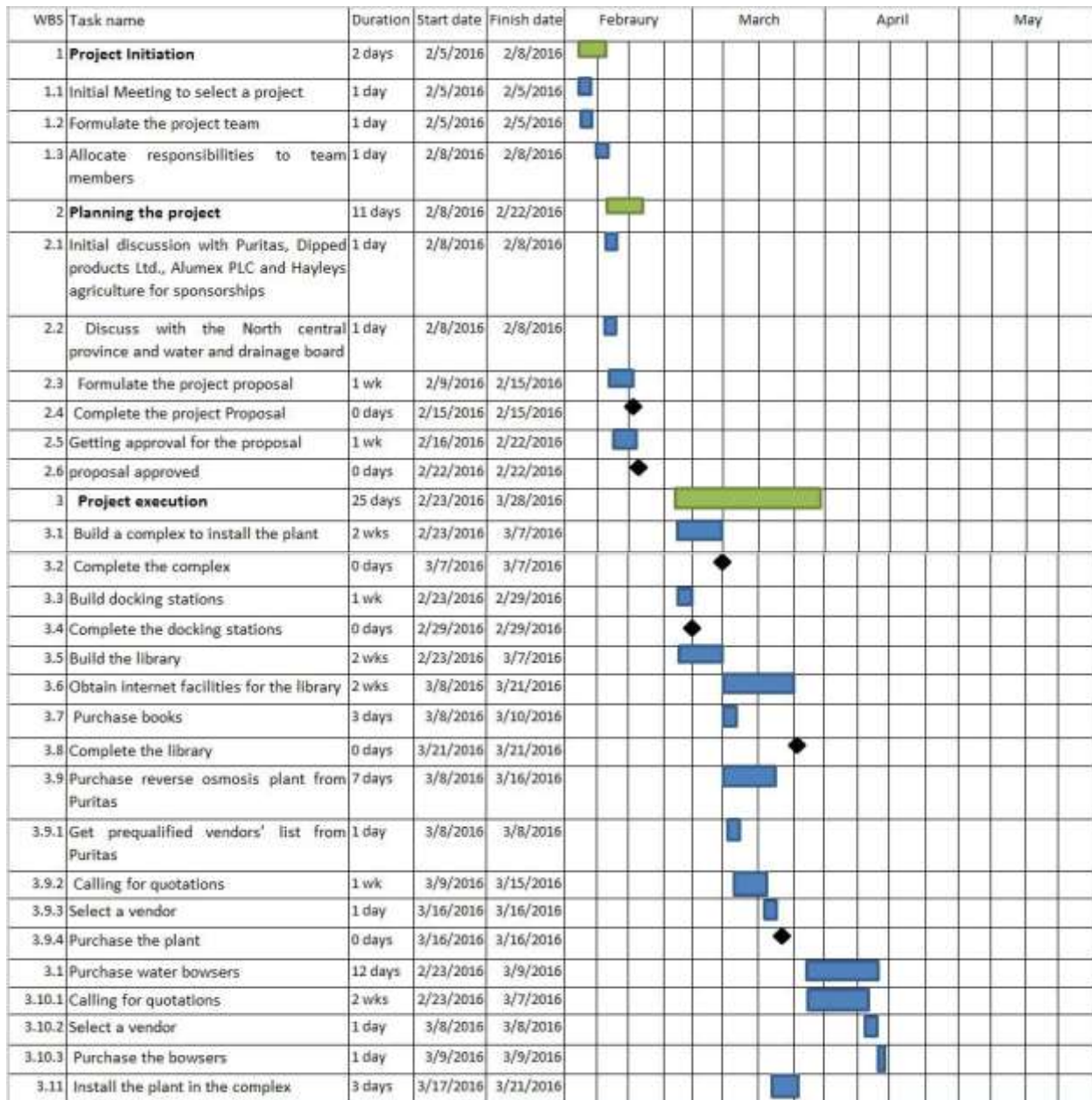




Figure 3 - Gantt chart

05. Project budget and cost distribution plan

5.1 Project Budget

Item	Cost(LKR)
Transport cost	12000.00
Stationary cost	2300.00
Contract cost	500000.00
ISP charges	50000.00
Cost for computers	200000.00
Cost for books	50000.00
Advertising cost	10000.00
Technician charges	40000.00
Decorations	10000.00
Refreshment	20000.00
Cost of reverse osmosis plant	3000000.00
Cost of water bowser	600000.00
Other overhead	10000.00

Total cost	4504300.00
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Table 1 - Project Budget

5.2 Cost distribution plan

Item		Cost(LKR)
Transport cost		12000.00
Initial discussion with Puritas, Dipped products Ltd., Alumex PLC and ABC agriculture for sponsorships	5000.00	
Discuss with the North central province and water and drainage board	2000.00	
Resolving issues	5000.00	
Stationary cost		2300.00
Formulate the project proposal	500.00	
Discuss with the North central province and water and drainage board	300.00	
Sending invitation cards	1000.00	
Documentation	500.00	
Contract cost		500000.00
Build a complex to install the plant	200000.00	
Build docking stations	100000.00	
Build the library building	200000.00	
ISP charges		50000.00
Obtain internet facilities for the library	50000.00	
Cost for Computers	200000.00	200000.00
Cost for books	50000.00	50000.00
Advertising cost		10000.00
Calling quotations to purchase reverse osmosis plant	5000.00	

Calling quotations to purchase a water bowser	5000.00	
Technicians fee		40000.00
Install the plant in the complex	25000.00	
Check the quality of the plant	10000.00	
Check the quality of water distribution	5000.00	
Cost of Decorations		10000.00
Arrange decorations	10000.00	
Cost of refreshment		20000.00
Arrange refreshment	20000.00	
Cost of reverse osmosis plant		3000000.00
Make payments for plant vendors	3000000.00	
Cost of water bowser		600000.00
Make payments for water bowser vendors	600000.00	
Other overhead cost		10000.00
Resolving issues	10000.00	
Total cost		4504300.00

Table 2 - Cost distribution plan

06. Quality management plan

Approach for managing quality

Managing quality is vital factor for properly manage a project because this kind of quality management plan facilitates for guarantee the acceptability of deliverables and processes in terms of its quality level. Below stated key features should be there in a quality management plan.

Factors considered in reviewing the quality

These are the factors which considered as subject to review the quality. Deliverables and the processes related to a project are the subjects to quality review. With regard to the ABC project for water purification and dissemination within Paranagiyawadiya village, following table conveys subjects to quality review clearly.

Deliverables	Processes
Centralized water treatment plant	Procurement process Build the complex on contract basis contractor selection process
Formalized water distribution network	Procurement process Water distribution process
Livelihood development programme	Process for aware people
Library with internet facility	Procurement process (Computers)
Quality purified water for village people	Monitoring process (Impact on users) Water purification process

Table 3 - deliverables and processes for project on upgrading the facilities

Measuring the quality

This can be done by establishing certain parameters to measure the quality of each deliverable or process. Quality standards that use to measure the quality of deliverables are known as deliverable quality standards and those standards are relates to correctness and completeness. Quality standards that use to measure the process quality are known as process quality standards and those standards are relates to expectations of stakeholder on quality of the process.

Evaluating the quality

Activities related to assure and control the quality are known as activities under the quality assurance. The deliverables' complication with the requirements of quality standards are assessed through activities under the quality standards. The processes complications are assessed through activities related to quality assurance.

Objectives of quality management

- Deliverables related to improve the of quality water treatment plant
- Deliverables fulfill the requirements of quality water distribution network
- Deliverables fulfill the requirements of quality awareness programme
- Deliverable fulfill the requirements of quality library facility
- Deliverables support to have quality purified water for village people

Quality control plan for the project

Deliverable	Deliverable quality standards	Quality control activity
Centralized water treatment plant	There are no any regulations in Sri Lankan context related to water treatment plant. But according to few national requirements. According to the public health and safety standards it should comply with NSF/ANSI 58	Quality checks in accordance with the requirements of NSF/ANSI 58 and verify whether the product is certified by the standard for reduction of specific impurities.
Formalized water distribution network	According to the requirements of world health organization The system should not have excessive capacity, negative pressures.	Quality check of the distribution system as per the requirements of WHO
Library with internet facility	There are no specific national	Check the quality of books

	<p>quality standards for library.</p> <p>But there should be quality information relevant to the use of villagers</p> <p>But the internet service should have features such as connectivity and speed</p>	and internet service
Quality purified water for village people	<p>According to WHO requirements allowable arsenic level in drinking water is 0.005 mg/L</p>	<p>Check water sample according to the water quality standards recommended by WHO (National standards related to arsenic content in drinking water)</p>

Table 4 - Quality control plan for the project

Quality assurance of the project

processes	Quality standards for processes	Activities for Quality assurance
Procurement processes	<p>procurement process should be transparent (As per the procurement guidelines)</p>	Procurement audit
Monitoring the impact on users	<p>Quality control standards of Sri Lanka</p>	<p>Determination and maintenance of appropriate quality control system</p>

Table 5 - Quality assurance of the project

07. Risk management plan

Risk is known as a certain occurrence which creates negative result by unfavorably affecting on the achievement of objectives of a certain project. It is an ongoing process which consist with sequence of activities such as identifying, analyzing, Evaluating and monitoring risks in order to overcome the not nessacery impacts of damages. This kind of damage can be arising as a result of potential risks in financial terms, operational terms, Environmental terms and strategic terms. These risk categories related to the project for establish water treatment plant in parangiyawadiya are identified, analyzed and managed in a risk management plan.

Approaches applied for managing risks related to the project

- Initially it is need to identify risks related to the project. Meeting for risk assessment is expected to be held and suggestions for possible risks will be obtained after having a brainstorming session
- Initially identified will be ranked according to the possibility of occurrence
- Strategies will be developed promptly to alleviate the possible adverse effects
- Members are assigned responsibilities regarding risks including monitoring, controlling, and providing feedback while project meetings
- Identify gaps need to be filled and potential improvements relevant to the process of risk management after analyze the certain process and documented

Plan for risk management has formulated after identified possible risks and determined appropriate reactions to overcome such risks. And also contingency plans are developed to avoid the impact on project completion as a result of certain risks.

Identifying risks

In here risks are identified, which can be interfering in realizing the objectives of the project. Documenting and conveying of recognized risks is vital to evaluate the significance of impact on the project. Risks can be identified by analyzing the environment and scope of the project. Applying brainstorming sessions in this stage will be highly suitable.

Analyzing risks

This is related to further assessment of recognized risks. There are measurable and non-measurable impacts of risks. Therefore risks can be analyzed in quantitative manner or qualitative manner. Matrix describe the probability impact will be important in prioritizing risks. So the project team can determine which risks are considerable to respond and which risks are ignorable. The potentiality and the effect of happen a certain risk will be analyzed by project manager by getting the contribution of team members adopting the approach below.

Likelihood of occurrence and probability

- Probability is High when the likelihood of occurrence is greater than 70%
- Probability is Medium when the likelihood of occurrence is between 30% -70%
- Probability is Low when the likelihood of occurrence is below 30%

Planning for risk response

Method of responding for each risk is different and following methods will be used after analyzes the nature of each risk.

- If a threat of a risk can be eliminating by eradicating the reason for risk, it is suitable to use 'Avoid' as the response.
- If there are methods to minimize the potentiality or the effect of a certain risk, then can be used 'Mitigate' as the response.
- If there will not be anything to do to hide from the risk, then such risks will have to be accepted.
- If the responsibility related to risk can be assign for another party, then such risks can be transfer

The Project manager will determine the most appropriate responding method after discuss with other team members too. Risk register will provide suitable strategies to overcome identified risks.

Roles and duties related to risk management

❖ Duties of the project manager

- Determine appropriate framework for managing risks
- Recognize probable risks
- Realize the substantial risks
- Develop responses to address certain risks
- Realize, receive and adopt risk processes
- Co-ordinate all the activities related to risk management

❖ Duties of the project team members

- Identify probable risks
- Realize the substantial risks
- Develop responses to address certain risks
- Realize, admit and adopt risk processes
- Work with other team members in collaborative manner in managing risks

Risk	Description	Likely-hood		Category	Strategies on Risk
		Impact	Probabil ity		
High investment risk is itself a risk	Large cost will be invested as the purchase cost of Reverse osmosis plant and water bowsers	High	High	Resource	Properly develop the budget and cost distribution plan regular assessment of liquidity of the organization
Volatility of foreign exchange rates	Puritas is the supplier of reverse osmosis plant. As a foreign company it may create a big loss if reduce the exchange rates in the project	High	High	Resources	If company can sign an agreement with suppliers prior to purchase. Then can avoid the impact of such changes.

	period. Situation is similar in purchasing water bowsters.				
Lack of expertise people in operating the plant within the team	Reverse osmosis plant is a high tech machine. Therefore team members are haven't nessacery knowledge to check the quality and train people to operate it	Medium	Medium	Resources	Get the guidance of expert company or technician.
Risk of purchasing low quality plant or bowsters.	Because team members haven't nessacery knowledge, it is possible to purchase low quality plant and water bowsters	High	High	Resources	Participate an external expert person always in decision making.

Table 6 - Risk management plan

08. Communication management plan

Stakeholders of a project always concentrate on what is happening and what are the updates related to the project. Therefore different information is required by different stakeholders according to their perspectives on the company and the project. So communication management plan will determine the type of information communicated to each stakeholder, method of communicating such information, At what time such information need to be communicated, who undertake such communication and who will be the receivers.

Two way communications is vital with regarding the following stakeholders who directly influence on project

Coordinators of the project: Coordinators are the party who supervise and consult project activities. Head persons of the marketing, finance and CSR divisions will supervise and consult the project. Regular face to face discussions and letters of approval will be the communication tools used to communicate with such project coordinators.

Manager of the project: The manager is the responsible person for project execution. Project manager involves in resource management, guiding and monitoring while recording on project measures as per the project management plan. So the project manager considered as the major communicator for disseminating information as per the communication management plan.

Team members: ABC group has a cross functional CSR project team which consists with members related to finance, operations, IT, marketing. Because of that finalizing project works is a key responsibility of team members. They always required descriptive information. Regular communication conduct through team meetings and discussions with project manager are vital to their performance.

Users of the project: Villagers in the Parangiyawadiya village are the project users and messages and responses obtainable from them are vital to the project success. Therefore two way communication methods are more appropriate. Communications methods such as face to face discussions, telephone conversations can be used in this regard.

Vendors: Vendors related to the project are “Puritas” who supplied the reverse osmosis plant and water bowser supplier. When company need to communicate with them, it is able to use communication methods such as Emails, face to face discussions and telephone conversations.

Communications Management Plan

Method of communicating	Explanation	Occurrence	Participants/Distribution	Output	Owner
General Meetings	To convey general & Mutual information towards the members	As per need	Project manager, Leaders and members of committees	Action Register will be updated	Project Manager
Special Meetings	Merely for committee leaders	As per need	Project manager and leaders of each committee	Action Register will be updated	Project Manager
Committee Meetings	Separate meetings own to each committee to discuss as necessary	Weekly	Committee leaders and members	Action Register will be updated	Project Manager
Other Meetings	At exceptional occasions and conduct with villagers.	As per need	Project manager, leaders, members and officers of committees	Letters of confirmation and approval	Project Manager

Project Proposal	Action plan, reason for actions to be performed are presented	Once	Project Team and project Coordinator	Project Proposal	Project Team
Monthly Review of the project	Convey measures and the context to the team	Once a Month	Project Team, and Stakeholders	Position Presentation	Project Manager
Audit after completion	Project performance is evaluated after completion	Once	Project Manager and Team	Audit after completion	Project Manager
Project Report	The ultimate output of the collection of documentation	Once	Project Manager and Team	Project Report	Project Manager

Table 7 - Communications Management Plan

Conclusion

This project has enabled the team to build up and improve team members' interpersonal skills including decision making, team working, conflict solving as well as improvements in handling change which indeed are value additions to their personalities.

Further time management, risk management and the management of financial resources would be assumed to be done by the group members successfully by mitigating and accepting the risks and using limited financial resources with cancelling several fund raising activities.

Amidst the above mentioned aspects, this project is not merely an effort on CSR. It is a precious effort rendered in collaboration with the whole community of the company towards the society at large who are in need in which made the company able to partially fulfill its responsibility towards the society. The value and self-satisfaction gained by stakeholders of this project by letting a less privileged portion of the community to see the beauty of the world again and thereby letting them feel a part of the society again, is indeed an added beauty that all who involved would have realized.

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