



University of Wales, Trinity Saint David

Essay-Component 2

Module Name: Project Management

Module Code: LCBB5005

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Introduction

Google is a firm search engine in the USA, established by Larry Page and Sergey Brin. It has been providing its services since 1998 with its headquarters in Mountain View, California, USA (about.google, 2024). Since 2015, it has been a subsidiary of the holding firm Alphabet Inc. In addition to this, about 70% of online searches all over the world appeals are tackled by Google, which places it at the heart of the experience of most of the internet users. This firm focuses on developing how individuals connect with data by providing various tools and services for advertisers of any size. Their primary focus is on the areas, including advertising, search, operating systems, enterprise, platforms, and hardware products. Google's revenue as of 2023 was about £239.39 billion (statista.com, 2024). The number of full-time staff at Google was about 182,502 as of 2023 (statista.com, 2024).

This study will analyse the project overview of Google, provided in the brief by giving a detailed narrative about the project. It will evaluate the key factors of the project accordingly as well. A rationale for analysis of the project could be considered as a failure or success for the future of the UK's IT sector. This study will also justify the stance accordingly. It will highlight the lessons, which could be learnt from the project accordingly as well. Finally, a recommendation to make improvements for a similar project will be provided in this study as well.

Providing a Detailed Narrative about the Project

Google is going to begin its project with 1 billion pounds to set up a new headquarters at King's Cross, UK within the next year. In addition to this, it utilises a big land area alongside Kings Cross Station along with over 60,400 sqm of key office space, which give accommodation for about 4,500 individuals around 11 floors set above the retail as well as events along with training center at the ground floor. In addition to this, the building will be the first fully owned and designed building by Google outside the USA. Apart from that, the accommodation of the office will provide secondary spaces including a gym, cafes, pool facilities and multi-use games area or MUGA as well. In addition to this, at the roof level, a running track along with landscaped terraces will give space for recreation as well as an outdoor amenity for workers accordingly. Apart from that, this new building, combined with an additional third building and the recent building at 6 Pancras Square, will make a campus of Google with the potential to 7,000 house employees of Google accordingly as well. Besides that, the new building is being created from the ground up

and will provide for the King's Cross and Knowledge Quarter's growing economy based on knowledge.

Key Factors of the Project

Stakeholders Planning

In order to build this construction project Google campus, the internal and external stakeholders who have been associated with this project include the employees, managers, directors, communities, investors and government. From a programme perspective, Google are looking to create an inspirational place for its employees. The employees have the high power and high interest to build this project of company Google successfully. They have high power because the project could be delivered effectively based on their inputs. The employees can be managed closely and the employees are also provided satisfaction as for the employees this campus which will be formed will have accommodation facilities (Iriarte and Bayona, 2020). Moreover, the directors and shareholders possess high power and high interest as they are also satisfied with the outcome of the project. The monitoring of the entire project is under the government which has given minimal effort to complete it. On the other hand, the investors and communities are kept informed regarding the project plan but still, their power and interest for the project is low. Thus, this planning of the stakeholders is vital in the successful execution of this project on the Google campus.

Cost Planning

The total cost that has been estimated for this project of building a campus for the company Google is £27200. The total cost that has been needed to complete this project is £30000 thus it can be said that this project is feasible. The areas that have been considered for the total budget planning are- resource acquisition, quality management, promotion, documentation, projects dule and delivery. For the project's total cost estimation, the areas that have been considered are almost similar so this makes this project realistic and achievable.

Schedule Planning

The schedule planning is beneficial for tracking the progress of the project and to improve the efficiency of the project. The goals of this project of building Google campus can be easily achieved if there is proper schedule planning (Dasović, Galić and Klanšek, 2020). The aspect of the project planning which consists of the risk audit has taken only four weeks to complete which is the least time taken. However, the project execution which consists of the budget, quality

management and promotion has taken the highest time of almost 15 weeks. Moreover, the workers recruitment, project monitoring and quality checking have taken the time of four weeks each.

Delegation of Work

As per the opinion of Mathebula and Barnard (2020), work delegation is essential for all employees so that the task can be divided into units and can be completed on time. This will also increase the project's productivity. In this project, at the initial stage, the project is segmented in units in project planning the aspects are - risk planning, quality management, and resource planning. These works will be under the control of the managers and board of directors on Google. The project execution stage is under the hands of the employees who have executed this project effectively. In the project control task, the employee performances are tracked by the managers and their work quality is checked. In the project closure task, the employees will be delivering the project and the managers will hold open meetings to make the project ready.

Success planning

Success planning is the method for passing the managerial role to the employees. This is to identify the vital positions of the company and develop action plans for individuals to achieve the positions (Iriarte and Bayona, 2020). Adequate feedback, high salary, motivation, and employee engagement are the key metrics that has been used for making this project of Google campus successful. The project's emphasis on sustainability is one of its most notable aspects. Google's dedication to innovation and its belief in London's potential as a premier global metropolis are both demonstrated by this initiative.

Rationale for Project Success or Failure

The rationale for choosing this project for the campus of Google is that it can create a lot of opportunities for the workers as compared to its other rivalries. In addition to this, it has been identified that the skilful workers will be hired by this campus will induce productivity automatically along with better outputs for the firm as well as skilful talents will be enticed and their motivation for working well will be satisfied accordingly. In terms of gaining a competitive advantage, it will be fulfilled by Google. As a result, it is expected to be considered as a success for Google accordingly as well. Apart from that, at the initiation stage, there will be the whole team and managers' appointments. In addition to this, in the project planning stage, the budget will be estimated for various activities. Apart from that, in the stage of execution, the apt documents for this project will be created. In addition to this, in the stage of control, the project quality will

be managed and the needed developments will be made. Finally, in the closure stage, a meeting will be held by the employees, directors, and managers in terms of finishing the project. After analysing all these, it could be considered as a success for Google.

Justifying the Stance

As opined by Sajfert *et al.* (2024), this project will be successful as all the stakeholders associated with this project will get immense scopes which can help them to implement strategies to develop the project. These strategies have included making proper plans, hiring employees, involving employees in decision making and guiding them. These all strategies have been implemented successfully and therefore, there is no doubt that the project of building a new headquarter of Google will be successful. As this project has been planned for getting competitive advantage, this project is being made with a lot of rooms, offices, and a good working environment then this project will be seductive. This project will be successful since all stakeholders are working collaboratively in this project. Working collaboratively, the stakeholders have completed this project before deadline and as this work is collaborative no flaws will be made here in this project. As stated by Ershadi *et al.* (2020), therefore the project will be successful. The stakeholders have together made research before accomplishing this project. On account of the thorough research of the project, all work associated with the project have been accomplished exquisitely. As a result of the research work, this project will be successful. Before proceeding with the project, Google has hired exquisite and competent employees who are capable of working rapidly thus creating a chance to complying with the schedule planned for the project. For this reason, this project will be accomplished successfully and Google will get a new headquarter in London. These are considered to be all reasons behind the success of this specific project and these are all reasons. This project will be successful because in order to complete this project several vital project management technologies have been used. These all are associated with the development of Google. In fact, several key factors of the project such as planning for success, equal delegation of work, planning for schedule and planning of cost have been associated with this project. These will make this project completely successful which is considered to be totally crucial.

Highlight the Lessons that Could be Learnt from the Project

From this lesson, the future of the project of Google campus has been identified briefly. In addition to this, the role of stakeholders planning has also been understood from this lesson. Apart from

this, this lesson has helped to identify different stakeholders along with their roles in the business performance or any business operation of an organisation. In addition to this, this lesson has helped in demonstrating the use of stakeholder matrix to divide stakeholders of Google based on their interest and power. As acknowledged by Chorna, (2024), apart from that, from the project stakeholder it has been learned that the internal stakeholders of Google include the employees and shareholders while the external stakeholders include the local communities and government. The shareholders are the board of directors, managers and investors, having different impacts accordingly. This lesson further consisted of a part of project management, which includes work breakdown structure for the project, cost estimation of the project along with a timeline of the project. Apart from that, the project execution planning along with the financial and risk planning has been learnt from this lesson accordingly as well. From this lesson it has been found that the components of project execution include time management, management of quality, risk management, management of procurement, communication management, it also includes cost management, management of change, management of issue and acceptance management accordingly. Role of financial planning includes assessing the financial situation of a firm to identify financial goals in their future and ways to achieve them. Consequently, the role of risk planning includes managing projects, facilitating projects through addressing detrimental and uncertainty events that can adversely impact project objectives. It also plans and evaluates for possible challenges, which might arise within the process of project management accordingly as well.

Recommending for a Similar Project

As stated by Abdul-Azeez, Ihechere and Idemudia (2024), this kind of similar project can also be made for the competitions. The competitors of Google have consisted of Yahoo, Inflow and others. These strategies have been implemented further for another project which is considered to be similar to this project such as the budding innovative environment in the workplace, building another branch of Google in another country which is called the expansion of business. In order to build a better working environment this kind of engagement of stakeholder is considered to be important. This kind of project is associated with the development of organisations such as Google. These all projects are considered to be important and these all are found to be inter associated with each other. As acknowledged by Chyrun *et al.* (2020), these all strategies will be recommended for other similar projects such as consolidating the organisational structure, creating training

rooms, managing all the departments. These are some recommendations of the strategies for similar projects associated with the project of the building of a new headquarter of Google in England. These all recommendations are found to be vital recommendations and have helped to develop these all projects which are considered to be effective.

Conclusion

It can be concluded from the essay, that the key metrics that have been used to make this project of Google campus successful include employee motivation, engagement, feedback and high salary. The rationale and narrative for this project have been discussed here. The work breakdown structure has been used in this project where the tasks are delegated to all the stakeholders as per their skills. The key factors of this project like - stakeholder planning, cost planning, schedule planning, and work delegation have been discussed in this essay. The lessons that have been learned from this project have been elaborated in this essay. This project has been successful because in order to complete this project Google has managed stakeholders, researched thoroughly, collaborated with all the employees and used several sophisticated tools associated with the project management. These strategies can be used in similar projects such as maintaining a better working environment, delegating work, creating branches in other countries, and others. Some crucial factors of the project have been used here which are the proper delegation of work, proper scheduling, planning for success and the planning for staff. In order to complete this project some opportunities have been attained which are the scope of developing new skills, the scope of competitive advantage, the scope of learning about technologies which are completely new and others. These all scopes have been inter associated with each other. The budget associated with the project has been estimated for activities that are considered to be several activities. These all activities are burger for maintaining quality, burger for controlling staff, burger for hiring employees and the budget for using technologies which are considered to be important. Some lessons which have been learnt from this project are: the lesson of hard work, the lesson of equal delegation of work, the lessons of collecting resources from work and others which are considered to be important. These all lessons can help to make further projects and to plan in a way that is exquisite as a whole/ These lessons are inter associated with each other.

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