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Introduction

Google has become a part and a parcel of the internet revolution all over the world as this search engine has provided its users the ease of getting necessary information from the largest database that exists in the world within a few seconds. As the business grew with time along with the increasing demands of service from the customers, google has expanded their operations to different parts of the world increasing the number of their offices to ensure smooth operability from those offices. While ensuring inclusivity and diversity at workplace, google has played a lead role in managing their human resources with their strategic directions so that the best efforts from their talented employees can ensure a smooth progress in the business market. Now there are 182,500+ employees working at different locations of google contributing to their 300 billion pounds worth revenue in 2023. As the employees often find it difficult to work from remote places, areas where employees are more concentrated, google aim to establish a headquarter to support their employees with physical offices. In this report, the feasibility and other planning aspects will be discussed to show the context analysis and the path google is planning to take to ensure the smooth completion of their project.

PMBOK Analysis

PMBOK is such an industry framework which shows the best practices in the business to manage projects. Based on the existing responsibilities of the project and the dependancies of the tasks on each other, project management methodologies are chosen to ensure an efficient management of all the tasks of the project. The entire processes of the project and practices that align with the standards in the business market are often taken into consideration to check the suitability of the tasks to ensure the success of the project (Anderson & Merna, 2023). Below here, the PMBOK analysis of the google new 11 storied building project with 1 billion pounds investment has been analyzed in selected criteria:

Scope

As the revenue generated by google in the UK is around 4 billion pounds which is increased by a significant percentage every year, the potential of doing businesses with the help of talented citizens of UK can provide the business with the flexibility of increasing their business operations in different other parts of their business also. However, the UK alone contributes to 3.92% of the total Google's traffic in the world which has been supported by the exposure of the internet connections to almost everywhere around the country. Now people from young to old all are experiencing the usability of internet connections, and they are using google as the main search engine for their day to operations (Bryde, 2015). Moreover, the subsidiary products of google such as YouTube, Google drive, Photos, google authenticator etc. are making such an environment for the users that the complete package from the business is complementing each other through managing the essential needs of the customers. There are many types of potential projects that need to be run by the business in this case which need careful inspection from a physical branch. In the UK, as the potential of doing business is rising, the scope for earning profits from the operations of the business by google can provide them with a better opportunity to grow further and become more competitive in the business market (Citeladze, 2023).

Cost

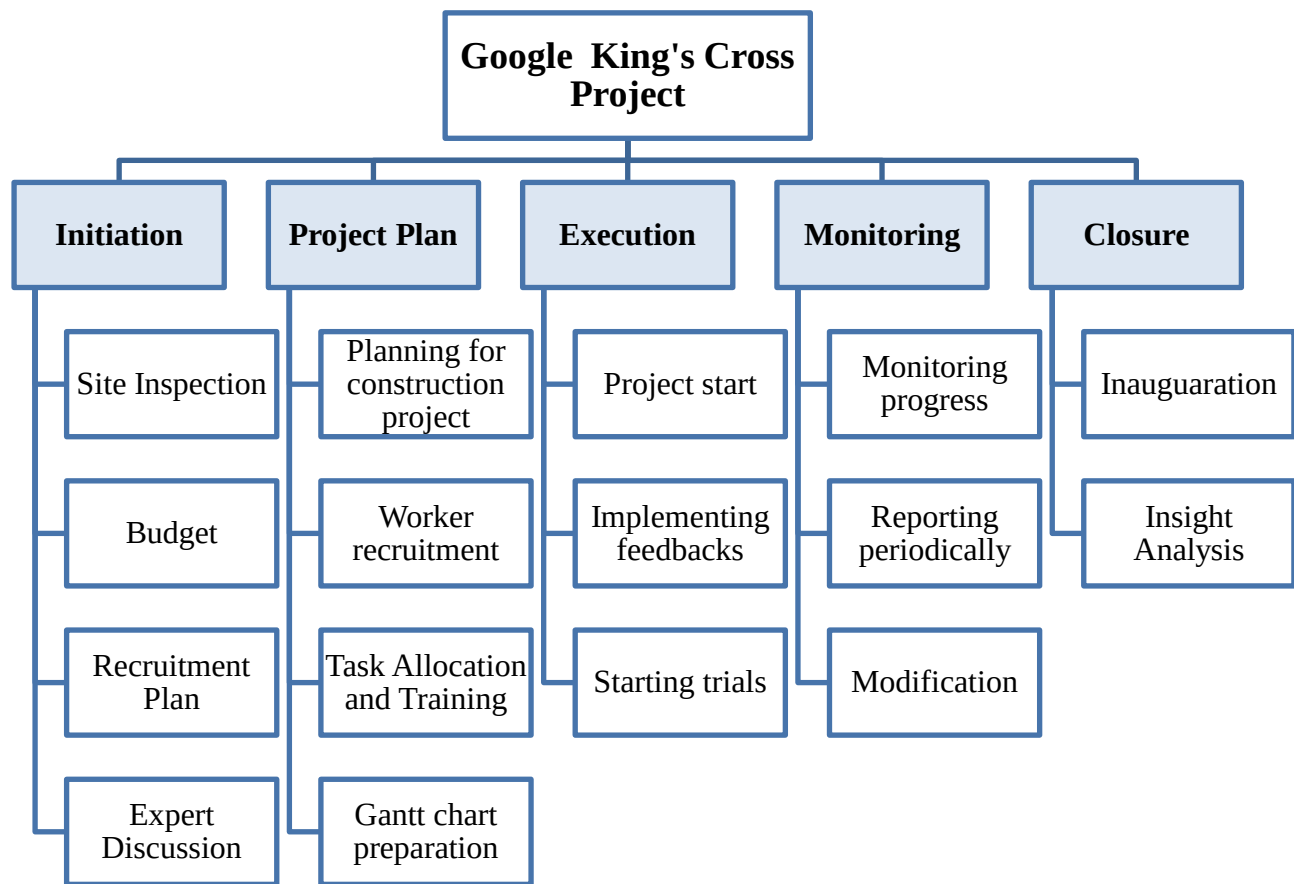
The cost of the business might be incurred in different projects and tasks as the total amount to be invested in the project is 1 billion pounds. Being a technology-based company, establishing the 11 storied building is not enough to ensure the smooth connectivity for their operations. They also

have to manage the networking devices and processes so that they can maintain their operational activities in that premise. Google is also known for their decorative attractions for their employees so that the employees do not feel monotony while working consistently in the business market. As the construction activities have become very costly in the UK for the past few years, the distribution of costing in different sections of this project has been analysed and shown below:

Particulars	Cost in pounds
Site Inspection and Planning	5,000,000
Worker Recruitment	50,000,000
Infrastructure development	500,000,000
Worker Fees	100,000,000
Networking and other decorations	300,000,000
TOTAL	955,000,000

Time

The timeline for this project needs to be maintained very carefully so that the project can be completed within the expected time limit. As google wants to complete their project within next year, where inauguration of the building will be done next year, there is approximately 1 year to complete the project. In this case, understanding the work breakdown structure of the project is very important to find the suitable flow of activities that can support the project to get the maximum outcome from the project initiatives. So, an Agile Methodology to project management will be suitable for this project to sort out the activities and priorities in a proper order. However, developing a work breakdown structure in this case can support business processes to segment into departments so that the works can distributed into groups to ensure efficiency and relevance of their project responsibilities with their caliber (Müller & Wang, 2024). The WBS for this project is shown below:



Here, the segmentation of the project responsibilities can be seen which provides an idea about the distribution of time on each of these activities so that the outcome from the business operations can support business essentials to get a better idea about the deadline of the projects. To allot time to project activities which can deliver the project within the time limit, preparing a GANTT chart is very important to show the importance and the flow of tasks completion with time. The GANTT chart for this project is given below:

Tasks	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6
Project Discussion						
Understanding the topic						
Setting up objectives						
Recruitment and Training Staffs						
Data Collection						
Data Analysis						
Closure						
Handover						

Quality

Ultimately, the preplanned design provided by google to the construction company will be formulated according to the available time in the business market (Ponnappa, 2014). The management of the project activities will depend mostly on the critical path management of the project activities in case the project needs accelerated completion. Other than this, Agile Methodology with the meeting of objectives and features required for the project completion will determine the quality of the result.

Risk Register

As projects are directly connected to different types of risks which might take place in the business market. Exposure to risks is a common factor for projects and businesses as in the real world, operations of businesses might not go as planned. So, the understanding of the project manager to tackle those challenging situations depends on the successful identification of the risks and taking precautionary actions so that the outcome from the business market can generate sufficient support to the project activities in getting the maximum output from the project efforts (Turner, 2016). Risk register is a such a action planning strategy where the the action plan is determined based on the impact of the risks and the associated factors such as availability of alternatives in the project management. For this project, the associated risks and the mitigation plans have been discussed below:

- **Budget risk:** The overall cost of the project might be higher than assumption and the risks regarding project management might differ from time to time. As there will be modification options for the management, the possibility of budget risk is high, and the impact is also high if the budget is finished before the completion of the project. In this case, taking financial contributions from advertising companies while providing them with exposure can accelerate the project activities forward.
- **Acceptance Risk:** Although the features and structure of the building will be preplanned and provided by google to the construction company, the acceptance risks might arise if the stakeholders of the project do not accept the building with positivity. The possibility of occurring such an issue occurring is medium, but if happens, then the impact will be high. So, to ensure proper acceptance from the stakeholder groups, continuous review of the

progress from the top management needs to be ensured so that the outcome can satisfy their needs at the completion point.

- **Procurement risk:** This type of risk is very common amount the business supply chains as due to fluctuations in the price level of the raw materials, often businesses can face the shortage of logistical support from their suppliers. The construction project of google might also face such challenges which might delay the other successor activities of the project. In this case, the outcome from the business market can generate sufficient risk to timely completion of the project (Anderson, 2019). To mitigate such risk in the project, multiple suppliers need to be contacted so that they can ensure the timely supply of raw materials to ensure the timely progression of project tasks. Without establishing a good relationship with the suppliers, this risk can create a lot of damage to the speed of the project progression.
- **Time risk:** The activities of the project might not be completed within time which might cause troubles to get the outcome timely. If tasks are not completed within time, then the whole project might end up in failure as the business will not be able to start their inauguration of the building timely. To ensure timely completion, the managers of the project need to be contacted regularly so that their contribution to the project and guidance to the employees to the project can generate expected outcome in a timely manner.

Stakeholder Analysis

Stakeholders of this project are segmented based on their impact felt by the completion of the project and the power of their interest in this project. Stakeholders' analysis is crucial for such a project where project features are specially designed to ensure the satisfaction of the stakeholders. However, the stakeholder analysis of the project based on their power and interests have been given below:

High	POWER	Suppliers Decorators	Google Authority UK Employees
Low		Subsidiary Businesses	Google Users
		Low	High
		INTEREST	

Here, the discussion on the chart is given:

- **Google authority:** They hold the maximum interest and power in this project as the project is being conducted with their financial support and the whole project is aiming to fulfill the needs of google management and their employees. So, ensuring timely contribution to the project while meeting the needs of the management is very important.
- **Google users:** The more employees will be recruited by google the smoother the operations of the business will be. As the new building will employ 4500 employees more, they will contribute significantly more in the operations and product development of the business to ensure a timely contribution of the business to their target customers.
- **UK residents:** They have less power in this project with high interest as if the project gets its success, then they will get a better recruitment opportunity in google.
- **Surrounding businesses:** Other businesses directly associated with the product or service offering by google might be better supported with low interest and power as the businesses will operate on their own but google will support them in times when they require assistance I different business contacts.
- **Logistics Suppliers:** They hold high interest in this project as they will be paid with money if they can ensure timely supply of products to the business premise.

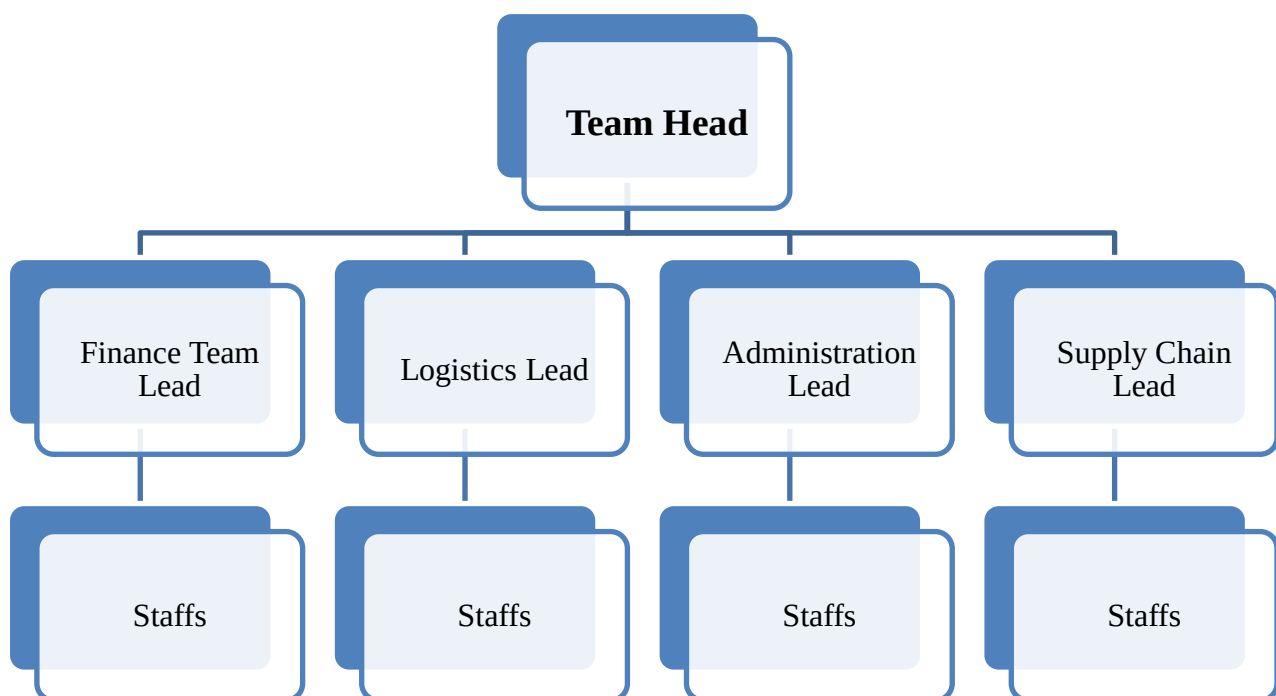
Human Resource Management

Human resources of the business will be recruited through third party businesses to sort the CVs and the final interview will be done with the help of google. People with expertise in activities,

from construction to decorations will be recruited in this case to ensure suitability of their caliber to the needs of google.

Communication

The project will be overlooked by top management from Google, but the project itself will be divided into segments where the team leaders from different departments will take care of their duties such as finance, procurement, marketing, communication, HR etc. to manage all the activities of the project within time. The organogram of the project might look like the following:



Procurement

Managing Resources is one of the toughest jobs in the business projects as knowing the place from where the business can get sufficient support might not be known by everyone which can affect the efficiency of the project. Suppliers of the project will be selected through tenders so that the cost minimization opportunity can be explored in this case.

Integration

A head manager will be operating on the project to ensure a smooth collaboration among the employees and the over management. The distribution of tasks and the timely completion report to the google management will be ensured by the manager so that the process can be completed smoothly. From the recruitment of employees for the project to the purchase activities, the top manager will be responsible for ensuring integration among the project tasks.

Project Life Cycle

Initiation

In this phase, the planning for the project tasks after taking opinions from experts will be ensured. Moreover, the recruitment process will be started based in the Labor support needed according to the calculated planning for the completion of the project. The logistics will be ordered in this phase so that the supplies can arrive at the site when the execution phase is started.

Project Plan

The project will then be reviewed by the google management so that it can suit their expectations from the investment that they are making in the oroject. Overall, the project outcome should support the business operations and ensure efficiency while the project is being conducted. The recruitment will be completed in this phase and training of those employees to work on the project needs to be done.

Execution

The execution phase is main and long-term phase where the the contraction activities of the building will be started as the supplies arrive at the destination. With the help of business activities, the outcome will be controlled with the direction from department heads and leaders of teams in this case. Decorative activities and network establishment will also be ensured in this phase.

Monitoring

Progress will be monitored and regulated by the head of departments so that periodic reports to the google management can be sent over the time. Any modifications need will to be addressed in this

phase so that the satisfaction and acceptance from the management can be ensured with proper action management.

Closure

When all the activities are completed, then the project will face its closure to get the ultimate inauguration of the building. The experience gathered from this project will definitely help the workers and project managers to use it in their future endeavours.

Conclusion

Project Management is very essential in supporting businesses with the most effective strategies to get the best out of their existing resources in the business market. As Google is planning to get the best out of their UK Segment of business, though their budget for such a huge project is comparatively lower, but by adjusting their resources and improving the infrastructure gradually, they can get their expected outcome in their Ling's cross branch.

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