

Project Management, D2, AL-Ghanim Group GCC

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Abstracts

Al Ghanim Group is one of most well-developed and prosperous groups. These industries provide several products and services in different region of GCC. The main vision of Al Ghanim Group is “to be the most profitable as well as well-liked corporation in GCC”. The mission of the company is “to attain the vision of company, we are engaged to constantly providing exceptional worth to consumers as well as stakeholders by the creating of zealous, authorized and high-performance teams”.

The strategy of company is to provide excellent products (Kotnour, 2000). The company inspires the best concepts through promotions and rewards. The consumers are considered significantly important for the company, so all products are provided according to demands and needs of customers. The company motivates team orientation and diversity is respected a lot. The company provides complete authority and power to employees.

The project is about delivery of electric cars with super chargers. The mission and strategy of the company will support this project because the electric cars with supercharges will be provided according to needs and demands of customers. The cars can be recharged at anytime in any station of the company. The company will provide excellent customer services and will offer complete authority to employees. The high quality cars with superchargers will be provided to customers at reasonable prices.

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Company Mission and Strategy
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