

# WHY PROJECT MANAGEMENT IS IMPORTANT FOR COMPANIES? A CASE STUDY ON SMALL / MEDIUM ENTERPRISES (SMEs) IN MALAYSIA

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## ABSTRACT

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With the prodigious growth of project failure rate within organizations, develops a good Project Management is needed. It is because the poor planning for the entire project that lead to incompleteness of the project. Accepting and managing the entire project risk is the fundamental objective of business operation and it is also the main concern of project management. As the nature of the business world today is rapidly changing and becoming terrifically compound, it is essential that organizations pay more focus towards a good project management and project planning that can create an impact on their business in order to maintain their position in the market (Good Project Management for the Market, 2001). Most of the big co-operations play well with the Project Management because they know that it takes an important part in the company and it will affect the whole organization's operation. Everything in this world needs to be managed, if it can't be managed well, it will lead to failure. (Why Project Management is important, 2005). The main concern for this research project is to address the main issue of Project Management and its related matters based on a case study conducted at the Small and Medium Enterprise (SMEs) in Malaysia. Based on the different kinds of sources that the author is able to get, Project Management has different frameworks which can be applied in different types of businesses. The author strongly believes that it isn't a single framework to be adopted by all companies as they are having different characteristics and standards. For so many cases around, many people fail to embrace the concept and concern of Project Management as they do not realize how important it is. The implementation of the Project Management framework, benefits those from the strategic to operative level, and from the top management to the company employees as it supports and increases the Project Management knowledge (How PM work in Organization, 2004). The main objective of this project is to show out the importance of the Project Management allowing the organizations to work better in project planning and risk management. It is important for the organizations to apply and work well with it which will change the internal and the external environment of the project management works. To full-fill the research project objective, the author will discuss the different ways of applying Project Management in the SMEs and how it can completely change the business environment and enable them to fit in a better business environment in term of financially, economically, socially and legally inclined. The author will also discuss how the project management can influence the company operations. By implementing Project Management, the shareholders, managers, staff and customers all will get the benefit from it and they will feel more secure when they think off a better and profitable future after implement Project Management in the organizations.