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## COVER PAGE AND DECLARATION

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MGT 580: Project Management

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# **MGT580: Project Management**

## **Module Assignment: Project Proposal**

### **Assignment 1**

Now a day's people are more concerned about their health. There is an increasing trend in quitting unhealthy lifestyles. Peoples are working to stay healthy and fit. So the demand is increasing also for the work out facilities as well as health centers. People are liked to maintain a healthy lifestyle by paying some amount. It is also true that many people are not able to pay a high rate of fees to maintain a membership in such fitness or health centers. Aspire Fitness Club and Spa want to start a membership-based fitness and health center. In order to maintain membership, the company provides an affordable gym membership with all the essentials for workouts for the members.

Aspire Fitness Club and Spa is a portfolio investment of Aspire multinational corporation based in Sweden. They want to invest in an affordable gym where they provide membership to maintain the average health of the people of the city. There is some innovative idea is undertaken to make it successful like-low cost and judgment-free zone philosophy. The members of the center can relax, enjoy, and exercises without hard work outs like other existing gyms. Though the existing competitors also provide personal trainers, massage therapy, etc to attract the customers but Aspire to provide all these at a lower cost.

Aspire Fitness Club and Spa is available to all age groups to maintain their fitness levels with expertise equipment. They also providing design and implementation of exercises, staff to help for workouts. The vision of Aspire Fitness Club and Spa is to aware people to be healthy and maintain healthy lifestyles and supply a high-quality facility to the members at a

lower cost to reach their fitness goals. The mission of Aspire Fitness Club and Spa is to provide health services that can help people to get good health as a gift. Also helping to improve self-esteem, motivate to get the benefits. We want to create healthy daily routines to make health the priority. We will not only be creating a place for a workout rather a friendship for our whole life. The philosophy holding by Aspire that we will construct and give the fitness facility genuinely devoted to tackling the fitness needs of our clients. This will be done by giving the best equipment accessible, continually staying up with the latest on accreditations, giving a clean and crowd-free ambiance.

### **Objectives**

the objectives of Aspire are-

- To give occasions to progress and keep up the health and wellness of the staff and the encompassing network.
- To offer an assortment of exercise projects to urge supporters to make changes for a healthier way of life.
- To give singular regard for individuals empowering wellness through fitness testing, assessments, health screenings, knead treatment, exercise programming, and individual preparing guidance.
- To empower the craftsmanship and study of solidarity preparing and weight training.
- To offer quality assistance to individuals with a recognized standing just like a better preparing office than any rivals in the region just as in the business.

### **Strategy**

The strategy of Aspire includes- Look for a closer alliance with individuals from the Aspire and guaranteeing a positive encounter to all individuals.

- Up-aptitude and guide existing staff to build information on the business

- Consider the employing of additional Group Fitness Instructors as per demand, guaranteeing all new staff individuals have a solid range of abilities in their field. Lead, through the Aspire Manager, normal audits for easygoing and low maintenance staff and for the Board to embrace at any rate yearly execution surveys of the executive's staff.

- Ensure participation charges reasonable to individuals, serious to the more noteworthy market, and keep on being Aspire's primary type of revenue.

- Better use the administrations of regulatory zones inside the University to help advance and keep up the standard of the Aspire.

The services that Aspire will provide related to health – yoga, aerobics, muscle training, spa, the art of living, exercises to control obesity, massage therapy, etc. also the services include customized coach assistance to set motivation goals during their sessions and also through the online community.

## **Dimensions**

**Reliability:** the services provided by us are accurate and consistent.

**Openness:** Aspire is open from 7 o'clock in the morning till 9 in the evening. The staffs are always present at the center to assist, encourage as well as answer any queries.

**Assurance:** the employees of Aspire gain trust by performing their works as success stories to show their passions.

**Features:** Aspire provides the latest equipment with higher quality services. The membership with low-cost plans. The trainers are also qualified who helps the members to achieve goals with a short period in an exact way.

## Market analysis

The whole market of Sweden we are concentrating on where the growth is rapid in present and so as in the future. so we can expect that the idea can be grown also very rapidly also because the health awareness increased in the people of Sweden. The project will help to improve the standard of living of the people. Also, the market of healthcare is also improving where people use the equipment for their fitness and health care training. Workout and exercise must be the daily routine of every individual. The old age group is also enthusiastic about their health improvement.

## Targeted market

Targeted people	Benefits	Demographics	Membership cost (monthly)
General	Fitness program to become fit and healthy, better standard of living and lifestyle	Working age peoples	
Teenagers	Fitness program to maintain Healthy fitness habit	Students	
Senior Citizen	Fitness program to stay active and prevent from diseases and aging effect on health	Retired	

Women	Fitness program to maintain health of housewives	Women specially Housewives	
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### **SWOT Analysis**

The primary strength of our project is the price of membership which is very low. And there is some discount provided to the students and also to the senior citizens. Another strength is the flexibility in time. The flexibility in hours helps every individual to adjust their suitable timings to make their health better. Also concerning opportunity is the judgment-free zone. This philosophy helps to attract every individual not to become a bodybuilder rather maintain their proper healthy life. Among the strength, we also include free training for every member about the use of the equipment in an easy way. The strength also includes the ambiance of the fitness center which can make the individual more comfortable. The project is also concentrated on advertising strategies to create a better opportunity for the improvement of new customers. The trend of consciousness about health can create a great opportunity for the project of Aspire. The project includes the weakness of Aspire that the variation in the equipment is not much. Also, there is another weakness which includes the registration fee which can affect the project. Also, the other existing health center creates a threat as a competitor to the health center. To solve the threats, we have introduced group exercises, gym kit to all the members. To overcome the threat of competitiveness we are considering some discount facility as well as the combination of low price with gym and club facility to the members.

### **Marketing mix strategy**

#### **Product**

Aspire Fitness Club and Spa is a health center as well as a club to maintain health and stay fit. The judgment-free philosophy involves the culture of the members for normal workouts. Aspire offers different types of fitness equipment for cardio and strength training. Cardio machines with TV and box system for the members.

### **Place**

We will execute member studies to improve the nature of service expected of our members and different delegates of Aspire. The locker rooms include latrines, sinks, and showers for the members. When a member joins, they are given a guided visit, and any inquiries have been replied to by our completely trained representatives. As an additional advantage new individuals get a free shirt with the Aspire logo on it. To increase the value of our service, and relation with the customers, we will add fitness classes in yoga and strength training once every week. We will likewise add a non-mandatory direction day to assist new individuals with getting acquainted with the facilities.

### **Price**

Aspire is by a wide margin a low-price leader in the fitness business, and they can do this since they cut out all the luxuries that are redundant for most fitness clients. Our rivals can't coordinate the worth we bring to our individuals.

### **Promotion**

Aspire will utilize TV and radio advertising as their fundamental technique for advancement. The promotions, just as the physical design don't focus on the hardcore fitness who can make the fitness center environment all the more intimidating. Aspire is focusing on the normal individual, who needs a simple answer for getting fit in a relaxing environment. Aspire will offer a Friend Day each Sunday, so current members can bring a companion uncovering more individuals who are on the edge about joining the club. We accept these



promoting strategies will be profoundly effective expanding part both among as of now focused on fragments and our extended sections. Another way we intend to contact more individuals is through improving Aspire's utilization of web promoting tools. We should refresh these sites with current promotions on Facebook and Twitter to build awareness and brand loyalty. These ease promoting strategies will be a major aiding in arriving at the awareness objective.

### **Marketing strategy**

- Constant web support and publishing content to a blog
- Email publicizing to current members
- Free activities to develop network awareness and new clients
- Sponsorship of local athletes and students in games
- Participation in fitness programs
- Our site will offer our customers a chance to see current data, plan training, purchase items, and take an interest in an online fitness community.
- The site will be promoted on the entirety of our flyers, business cards. We will keep a basic and classy site. The site logos and graphics share a similar art found on our marketing materials. Our managers will maintain the site.

### **Promotion strategy**

- Aspire promotion procedure comprises of verbal, email, and local publicizing.
  - We will make presentations to athletic mentors of the local schools and universities.
- Since our experience is in open safety, we will introduce this program to our local safety officials.

- Our greatest promotion will come from our site. At the point when members are searching for fitness programs, they will ordinarily be experiencing the page and afterward looking for a fitness center close to them. What's more, the site will give the member all they require to join our club.

The project Budget was estimated at 2 million euros.

### **Risk Analysis**

A risk analysis should feature threats, evaluate the expected injury, and furthermore give arrangements so that exercise equipment clients are as protected as could reasonably be expected. Powerful risk the executives should cover a wide range of exercise equipment, including cardio, free weights, and obstruction preparing machines.

1.

Many free weight exercises require a huge space so we can play out the necessary developments without coming into contact with different clients or close by objects. Exercises, for example, overhead lifting and force exercises including cleans and grabs ought to be performed with an attention to roof stature.

2.

Risk analysis ought to think about the position and design of equipment. In spite of the fact that exercise machines have a particular floor zone or impression, machines should be situated so we can get to them effectively and securely. Exercise equipment ought to be situated so an unmistakable pathway is kept up around the office consistently and that all pieces of the equipment are effectively available for support purposes.

3.

While exercise is by and large valuable, a few exercises have a higher innate risk than others. By surveying the risk versus advantages of each exercise we can choose if an exercise is appropriate.

4.

Exercise machines are frequently movable to fit a wide scope of body shapes and stature. This permits the exercise equipment to be fitted to the client. At last, there are just such countless changes that are conceivable, and some stature and additionally fabricate boundaries may not securely fit some gym equipment.

5.

Gym equipment can separate and get broken. Stray pieces can work free, links can shred, belts can get extended and ties can break. We can dodge numerous equipment disappointments via doing normal protection support and booked pre-emptive checks. In the event that we use gym equipment mistakenly, we may increment mechanical mileage and risk harming the equipment. Gym equipment should just be utilized for the reason for which it was planned; else it might break during use.

### **Quality Control**

Dealing with a wellness place requires remaining checked out in numerous parts of the business, including our customers, staff, and offices. There are a bunch of issues in controlling the quality.

1. quality control is ensuring that the entirety of our gear is perfect, protected, and working appropriately. Make an administration schedule that makes us aware of the dates on

which each bit of hardware should be adjusted. End every day with a representative stroll through, analyzing each bit of gear for harm and to ensure that each is working appropriately.

2.

Give customers a decent first and last impression by keeping our holding up region and storage spaces perfect and safe. Putting resources into an expert cleaning organization will help keep up our general office. On the off chance that staff should alternate shutting and cleaning every evening, make a cleaning agenda that every representative should follow, sign, and date as a component of the end obligations.

3.

we keep our staff refreshed by offering to pay for new accreditations and instructional classes or necessitate that they keep up their expert affirmations. Brief them completely on the entirety of the enrollments, classes, items, and administrations we offer to make an educated staff and solid outreach group. Set preparing norms, including a rundown of what representatives can and can't wear during working hours.

4.

Know our nearby and state laws with respect to working a business and maintaining a wellness business. Work with a lawyer to find out about obligation protection and waivers, work laws, wellbeing issues, and security.

## **Assignment 2**

### **Viability Analysis**

Viability for a project alludes to the evaluation of whether the project can meet the characterized goals and notwithstanding producing huge financial and monetary additions to the stakeholders and the economy by and large. Financial and monetary viability is not the abrogating rules for endorsement, everything being equal. Different variables to be considered remember danger in terms of specialized, social, and institutional factors or negative effects on the climate.

Project viability relies upon various variables notwithstanding economic ones and the choice to proceed with a project or not will rely upon numerous rules. The examination of project viability should try to distinguish situations where ventures of scant assets are probably going to prompt real overall deficits and keep away from these projects. In planning a project, organizers probably settled the social, financial, and economic viability.

Cost-benefit analysis is the overall term that is utilized to dissect, to present and future costs and benefits of a project. The high-speed railway establishment planning in Thailand which connects Bangkok to Chiang Mai. The conditions are- the train tickets are not to exceed 1,200 baht and the estimated cost of this project is 100 billion baht. The distance from Bangkok to Chiang Mai via train is 751 km. The duration of the train journey from Bangkok to Chiang Mai is between 11 hours for the express train, 14 hours, and 20 minutes for the slowest train. There are 5 train voyages each day.

According to studies, there are only 10000 passengers per day on the route. But the estimated number of passengers is 30000. To get profit from the ticket fares there must be an increase in the number of passengers to 50000.

The cost of high-speed train per day = 100 billion baht /365 = 27397260 baht

The earning per day will be = 1200\* 10000 =12000000 baht

It will be difficult to earn profit in the first year. So to earn the profit there have to increase the number of passengers per day from 30000 to 50000 passengers.

Discount rate considers the adjustments in the time value of money, the terms present value and future value are utilized. To compute the current value of future costs and benefits, their future values are discounted back to the current utilizing a discount rate.

The earning of a year = 1200\*365\*10000 =4380000000 baht.

So, it will take 100000000000/4380000000=22.83 years to overcome the cost.

The discounted rate can be calculated which can results in a return within 23 years approximately to get the benefits over cost.

The main objective of the economic analysis of projects is to survey the productivity with which assets are utilized. In this way, for the ex-risk examination of a specific project, the worries are quite identified with evaluating the degree to which similar goals may be utilized to accomplish a more noteworthy scope of destinations. An organization of high-speed trains can convey a bigger number of travelers than vehicles and planes consolidated - utilizing a small amount of energy, with next to zero postponements. Since high-speed rail stations are typically found and associated with seven railroad stations. High-speed train likewise cultivates economic development in second-level urban areas along with train courses. High-speed train joins urban areas together into incorporated locales that would then

be able to work as a solitary more grounded economy. High-speed train widens work markets and offers laborers a more extensive organization of bosses to look over. High-speed train energizes and empowers the development of innovation groups with quick simple access between areas.

So, Japan has to turn down the project as a bad investment. In the present situation, it is not profitable due to low passenger projections.

2. b)

### **Additional Ways**

The Thailand railway may concentrate on improving fertility as well as better production practices. Because this is the main, way to become a significant performer in both the domestic as well as foreign markets in terms of railway platform stations. By this plan, they can increase their revenue from manufacturing activity. Railways can plan to improve income through non-fare sources. This step can increase its profit by 5% to 10% every five years.

The Railway Ministry has launched a significant schedule of location redevelopment to monetize the country and raisings over economic exploitation (Wu & Chong, 2018). It can be done through the station building. So, the railway station can participate in that program to increase their revenue. Railways will further charter out the property available adjacent to accounts to develop farming. This will create work for deprived regions, increase food preservation, and stop infringement. Several other steps have been taken to increase their revenue.

1. Tactics for leveraging Portable assets, Outside of Home Advertising, Rail Display System, Unsolicited suggestions, and Content on Market

2. Industrial utilization of abandoned land within the Rail Land Development Authority (RLDA)
3. The government of Thailand has permitted electronic route in the following projects/sections of Railway Foundation:
  - Mangrove passage plans through Public-Private Partnership
  - High-speed train plans
  - Dedicated conveyance channels
  - Rolling property containing train sets, and trains or coaches building and support buildings
  - Railway Electrification
  - Gesturing systems
  - Freight ends
  - Passenger limits
  - Infrastructure in modern parks concerning railroad tracks or finishes including galvanized route lines and connectivity to the central route line
  - Huge Speedy Transport Systems
4. Foreign Direct Investment in these fields is directed to sectoral guidelines that cover important security services from the primary state or its approved place
5. The FDI system is also permitted for U.S. companies
6. To provide a facelift to the Railways along with the cater to the different requirements of customers, some of the actions taken involve:
  - Meaningful step-up in advance for space improvement, Safety, and Modernization of Tracks



- Development and up-gradation of many tourist facilities like a base across platforms, support, elevators, bathrooms, battery-operated wheels, wheelchairs, delivering opportunities
  - Leveraging IT for online ticketing as well as analysis co-operations.
7. Presentation of different bonus train assistance
  8. Large Railways appears to be in interest from a standard personality prospect.

Here is the list of more earning services:

- Customer Services
- Catering Settings
- Luggage and Parcel Van Services
- Conveyance Service
- Privatization (Advertising etc.)

Here is the Expenditure list:

- IR workers(approx. 1.3 Million Employees)
- Reserve stock (For an emergency purpose)
- Pension stock
- Maintenance (Rail, Train, Track, Accidents, etc.)

Two added points that the Thailand railway station may follow for their revenue growth.

- Special carriage on toy train for household and associates:

For those traveling on the Bangkok to Chiang Mai in the North of Thailand, the Thailand division of Northern Railways has identified some interesting schemes (TISSAYAKORN et al., 2019). Now, souls can appoint rail wheels for 400 euro or an

exclusive coach that can use eight characters for 330 euro for both the up and down visit.

Along with there will be two extra coaches that have a capacity of twenty-two passengers that can be obtained for 200 euro. Except this, there are numerous train carriage units for honeymooners on this track or route as well.

- Clone trains:

For delivered listed customers, clone trains are high-demand plans. Based on the scheduled train's passage, these trains will be run within an hour. Because the authority guarantees that, the railway travellers arrive at their destination around the identical time they had originally imagined. So, it could be the best way to get a maximum passenger in office in and out times and for other passengers to increase their revenue. Based on the past five or ten years' records, they can think of some points related to executive lounges and Waiving off card charges. These two also play a vital role in their business growth.

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