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COVER PAGE AND DECLARATION

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Introduction:

Projects are considered one of the means by which organizations and societies develop in order to achieve balance, regardless of whether they are service or profit projects. With the aim of achieving comprehensive development and upgrading the capabilities of organizations and individuals, note that project workers should have basic skills; To choose the project, and manage it, in addition to their possession of information related to the project's goal, how to plan it, its stages, organizing its elements, and evaluating the activities related to it.

It is worth noting that project management is of great importance; It contributes to transforming ideas into practical reality that will enhance the means of management, activate the optimal use of resources, and segment profit and service activities.

Project management is defined as a temporary activity that is initiated; To produce a unique product, service, or result, the word (temporary) indicates that projects have a beginning and an end, and the end is reached when the goal is achieved, or at the end of the project; Because of the inability to achieve its objectives, and the word (temporary) does not mean that the project period is short; The word temporary can last for years. It is also defined as the application of knowledge, skills, tools, and techniques; To achieve the requirements and objectives of any project.

It is also a set of organized activities directed towards optimal employment and better utilization of appropriate resources, aimed at achieving clearly defined project objectives, by relying on various methods, sufficiency and effectiveness, within a specific set of conditions or constraints.”

And based on the foregoing., it can be concluded that project management means: the processes of planning, directing, organizing, and controlling various resources, with the aim of reaching the achievement of certain goals, within a specified period of time.

First case

We selected Aspire Gym and Spa, which is a membership-based fitness and health center, we propose the following plan for the project:

First: Project budget

Through the study and researches, the cost required to implement the project of the study is determined. The budget is proposed in the following table:

Table (1) shows the invested capital and the investment value

Total invested capital	Total investment value
Building and construction costs	1,648,095
Machinery and Equipment Costs	3,086,584
Cars costs	180,000
Furniture and fixtures costs	619,982
Emergency reserve	691,833
Pre-operating expenses (establishment expenses)	440,368
Total fixed capital	6,666,861
Working capital	2,028,791
Invested Capital	8,695,652

The previous table shows total invested capital

and investment value, where costs of building and constructions of the project reached (1648095), cost of machines and equipment reached (3086584), cost of cars reached (180000), cost of furniture and fixtures (619982), cost of emergency reserve (691833), expenses of pre-operation (establishment expenses) reached (440368), the value of total fixed capital reached (6666861), the value of working capital reached (2028791) and value of invested capital reached (8695652).

The following table shows a detailed description of each item:

- Building and construction costs

Table (2) shows building and construction costs required for the project

Building and construction costs	Area / m2	Cost per square meter / QR	Total
total area of the project	1,500		
The fence	465	125	58,095
First floor			
Gym Center	400	1,350	540,000
Gym			
Swimming pool and Gym.			
Sauna and Jkozy			-
Second floor			-
Spa	300	1,350	405,000
Administrative rooms	150	1,350	202,500
Buildings			-
Service area	225	600	135,000
Tools storehouse	75	500	37,500
Cars shade	150	300	45,000
Fire Fighting System			225,000
Free areas and interfaces roadway	200		
Total	1500		1648095

– Requirements of machinery and equipment

Table (3) shows machines and equipment required for the project

Requirements of machinery and equipment	Number	Amount/ USD	Value in dollars	Total value
Sauna devices	25	1,130.00	28,250.00	102,830
Liposuction devices	5	3,100.00	15,500.00	56,420
shower rooms	50	350.00	17,500.00	63,700
Hair remove	5	2,980.00	14,900.00	54,236
Meso gun needle	200	1.20	240.00	874
EZ 9 Pin Needle	200	4.50	900.00	3,276
Derma pen Needle	200	0.80	160.00	582
Lipo slimming machine	200	380.00	76,000.00	276,640
5 Head Hifu	200	900.00	180,000.00	655,200

H2-O2 Small bubble	15	700.00	10,500.00	38,220
5 in 1 aqua peeling	15	250.00	3,750.00	13,650
Meso inj	15	230.00	3,450.00	12,558
Cosmetics	15	2,000.00	30,000.00	109,200
1. two cryolipolysis handle can work at the same time cryo lipolysis 2: big handle size:18*6cm 500\$1,200 516 s machine 3: cavitation:40KG 4: RF:5MHZ 5:6 lipo laser pads:100W	15	1,200.00	18,000.00	65,520
1. liposonix: 525 shoots for one head, one shoot can 2 in1hifu be shoot out 576 points &lipoonix 2:hifu 10000 shoots for 1 head	15	1,405.00	21,075.00	76,713
1. slimming and body shaping 2:with a pause pen, more safety liposonix 500	15	1,800.00	27,000.00	98,280
Gym equipment			-	-
1)Main frame:D tube thickness:3.0mm size:140x125mm LJ-5501 Assist dip chin1.60209.001 2)Side frame:flat oval tube,size:100x50mm 3)New molding cushion adopted 4)Dimensions:(LxWxH):134x170x225cm.	200	209.00	41,800.00	152,152
1)Main frame:D tube thickness:3.0mmsize:140x125mmLJ-5502Biceps curl1.50190.001 2)Side frame:flat oval tube,size:100x50mm 3)New molding cushion adopted 4)Dimensions (LxWxH):92x152x163cm	200	190.00	38,000.00	138,320
1)Mainframe:oval tube thickness:3.0mmLJ-5509ALat pulldown1.50178.001 2)New molding cushion adopted 3)Dimensions (LxWxH):172x89x165cm	200	178.00	35,600.00	129,584
1)Main frame:D tube thickness:3.0mmHipsize:140x125mmabduction&adducti 2)Side frame:flat oval tube,size:100x50mm 3)New molding cushion adopted 4)Dimensions (LxWxH):(2functions)160x90x170cm	200	200.00	40,000.00	145,600
337 * 140 * 134 ~ 160 Training with G13	200	400.00	80,000.00	291,200
180 * 160 * 245cm Pneumatic, bilateral gantry with medical slow treadmill, Bilateral Air	50	1,200.00	60,000.00	218,400
Sauna devices	25	1,130.00	28,250.00	102,830
Shipping, Installation, and Customs		10%		280,599
Total cost of equipment and machinery				3,086,584

– Cars

Table (4) shows cars required for the project

Cars	Number	Value	Total value
Service of cars	1	100,000	100,000
Administrative car	1	80,000	80,000
Total	2		180,000

– Requirements of Furniture and Fixtures

Table (5) shows furniture and fixtures required for the project

Furniture and Fixtures	Number	Value	Total value
General Manager room	1	25,000	25,000
Meeting Room	1	18,000	18,000
Offices and chairs of administration	4	2,500	10,000
Cupboards for saving the administrative documents	4	1,000	4,000
Furniture and decorations	1	250,000	250,000
Systems and security cameras	3	15,000	45,000
Computers	4	4,000	16,000
Air-conditioner	12	3,750	45,000
Administrative and accounting programs	1	40,000	40,000
Fire extinguishers	55	350	19,250
Website	1	43,680	43,680
Other equipment	1	104,052	104,052
Total			619982

– Pre-operating expenses

Table (6) shows pre-operating expenses required

Pre-operating expenses	Value
Studies, consultations, scientific research and other fees	30000
Government licenses and fees	20,000
Engineering design and layout drawings	49,443
Visas and recruitment costs	52,800
Travels and contracts	50,000
Advertising campaign	200,000
Pre-work salaries	38,125
Total pre-operating expenses	440,368

– Fixed investment cost

Table (7) shows the fixed investment cost required

Fixed investment cost	Value	Relative importance
Building and construction costs	1648095	25%
Machinery and Equipment Costs	3086584	46%
Cars costs	180,000	3%
Furniture and fixtures costs	619982	9%
Emergency reserve	691833	10%
Pre-operating expenses (establishment expenses)	440368	7%
Total	6666861	100%

– Working capital

Table (8) shows working capital, its period and operation cost

Working capital	Operating costs	Working capital	Working capital duration
Operation wages and salaries	1,417,500	826,875	7 months
Total cost of operating requirements	795,000	463,750	7 months
Utilities and services costs	55,142	32,166	7 months
General expenses	105,000	61,250	7 months
Marketing expenses	360,000	210,000	7 months
Administrative wages and salaries	667,500	389,375	7 months
Assets insurance	77,787	45,376	7 months
Total working capital	3,477,928	2,028,791	

– Project management salaries

Table (9) shows project management salaries

Statement	Number	Basic Monthly Salary	Housing allowance	Transportation allowance	Allowances and other incentives	Total monthly salaries	Total Yearly Salaries
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Project employer	1	20,000	2,000	2,000	1,000	25,000	300,000
Accountant	1	5,000	500	500	250	6,250	75,000
Marketing Officer	1	4,500	450	450	225	5,625	67,500
Purchasing Officer	1	4,000	400	400	200	5,000	60,000
Cleaners	2	2,000	200	200	100	5,000	60,000
Security and guarding	2	3,500	350	350	175	8,750	105,000
Total	8	39,000	3,900	3,900	1,950	55,625	667,500

– Project Manpower Direct Salaries

Table (10) shows project manpower direct salaries

Statement	Number	Basic Monthly Salary	Housing allowance	Transportation allowance	Allowances and other incentives	Total monthly salaries	Total Yearly Salaries
Supervisor	1	5,500	550	550	275	6,875	82,500
Beauty specialists	7	4,500	450	450	225	39,375	472,500
Assistants	4	2,500	250	250	125	12,500	150,000
Physical fitness Coach	2	5,500	550	550	275	13,750	165,000
Weight loss trainer	2	5,500	550	550	275	13,750	165,000
Massage coach and Athletic injury coach	2	5,500	550	550	275	13,750	165,000
physical therapist	1	6,500	650	650	325	8,125	97,500
massage therapist	1	4,000	400	400	200	5,000	60,000
Sauna therapist	1	4,000	400	400	200	5,000	60,000
Total	21	43,500	4,350	4,350	2,175	118,125	1,417,500

– Total

Table (11) shows total invest capital required to establish the project

Total invested capital	Total investment value
Building and construction costs	1,648,095
Machinery and Equipment Costs	3,086,584
Carss costs	180,000
Furniture and fixtures costs	619,982
Emergency reserve	691833
Pre-operating expenses (establishment expenses)	440,368
Total fixed capital	6,666,861

Working capital	2,028,791
Invested Capital	8,695,652

Second: Risk analysis;

project risk management: The process of determining, analyzing and responding any risk arises during the project life-time to help the project to stay on track and achieve its goal. project risk management is not a reaction only; but it can be part of planning process to define risks that may occur for the project and how to control this risk if it already occurred.

The greatest risks that face the project of the study are risks of reaching the capacity targeted by the project according to the latest operating systems, risks of reaching the required operational efficiency and sufficiency, and reaching services to the desired level.

Therefore, it is concluded that the project risks are of a low level of risk, and this is due to:

- Participation of specialists and experts in the project management process.
- Reliance of the project on highly skilled and operational efficiencies.
- The project administrators take into consideration the continuous training and development of employees according to their training needs.
- Using the modern technology of this field.
- Provision of all financial means required to operate the project in its first stages.
- Studying the project well in terms of costs, expenses, and revenues before the implementation.
- Presence of several sectors of consumers targeted by the service.
- Variety of services provided by the project.
- Major price elasticity.
- Availability of incentives and rewards systems that aim to increase employees' loyalty and affiliation to the project.
- Provision of capital to cover the full period of the project is required until the project makes its revenues.

Third: Times of the Expected Competition:

The study of the seasonality of demand aims to determine the optimal times to enter the market, the most appropriate times to launch the promotional campaigns, and the working times of the center. Attendance to Aspire Gym and Spa is concentrated during the summer and official holidays for study, that does not mean the absence of the demand during the rest of the year, but it increases during that times due to the availability of leisure-time, also there is a seasonality of demand during the times of the day, as the attendance to gyms is concentrated after official working hours of the country and evening times, as these times are characterized by free time after work and also the low in temperatures due to sunset, which makes it the most appropriate choice for those who go to gyms.

Aspire zone contains a number of the best sports training facilities in the world, to contribute with its unique services to the international sports industry. Aspire has several services, including Sports medicine, Research, Education, Events Industry, and Sports Infrastructure. It is also designed to help athletes deliver their best performance possible. Every year, Aspire Zone hosts a number of the major sports clubs to set up their training camps. This list includes Manchester United, Bayern Munich, and Paris Saint-Germain, as well as Schalke 04 and Eintracht Frankfurt. many teams and players, constantly looking for continuous progress to the top, used Aspire Zone for their training camps prior to their participation in major international sporting events such as the Olympic Games and the Commonwealth Games. Among these teams are the British swimming team, the British athletics team, and gold-medal discus thrower Gerd Kanter. Which lead to an increase in demand on center services during these camps.

Fourth: Quality control measures

Quality is the adequacy and conformity of product specifications with the needs and desires of the consumer, it also can be defined as the product fulfillment level and its extent to meet customer requirements and needs, as products are considered a high-quality product if its specifications meet the requirements of a particular segment of consumers and satisfy their desires.

Quality control is a specific system of technical activities and efforts undertaken by all employees in order to achieve standard levels of quality and to produce a commodity that meets the requirements and desires of the consumer and performs its function to the fullest. Which must be used and where and when to apply.

Fundamentals of product quality control are based on control of international specifications of the product and their changes, control of elements of the product, control of the product and its quality during operation, and control of production and expiry dates, in addition to product-specific saving temperature and it also includes control of the extent to which special laws are applied to control quality in the country of the product, in addition to control of the quality of the product after-sales. Many scientists developed many studies on how to evaluate the level of product quality, and they used various indicators and criteria in the evaluation process. For example, three criteria were used to evaluate the level of quality, which are: The standard of the organizational structure, the standard of operations and activities in the system, in addition to the standard of the final results. Quality control mechanisms were described in four main areas, namely: Individuals management and leadership, operations management, system quality management, and development and support operations management.

Gyms need follow-up to many aspects of the work, including, customers, employees, and facilities, there are dozens of issues that can go wrong every day, therefore creating quality control initiatives can help to avoid these issues and provide super customer service. Using standard business quality

control practices and recommendations from health organizations such as NSF International, you can create a checklist to help you keep your business profitable.

Quality control of Aspire Club services can be carried out by following the following procedures:

1. Ensure that technical devices and equipment are updated according to modern technology in this field.
2. Ensure the enforcement and implementation and of all laws set by the senior management to deal with customers.
3. Monitor changes in devices and equipment and their expiry
4. Ensure the commitment of customers and employees to work instructions and laws.

The importance of quality control in the gym is determined by:

First: External benefits for the organization:

Helping to spread confidence, improve relations between suppliers and customers and provide them with trust towards the services provided.

Quality control helps to decrease damaged material and reduce wastes

quality control process provides an accurate control system in the organization for the customer to carry out a full inspection of the services, increase the level of customer satisfaction and ensure their loyalty.

Second: Internal benefits for the organization:

- Improvement of quality of products and services increases the organization's productivity.
- Reduce the cost which leads to decreased products and services prices, improve competitiveness, and obtain large market share.
- Help the organization to provide the necessary information to operations management.

- Help the organization to define deviations and mismatches in the appropriate moment, which increases the possibility of overcoming quickly and effectively, so the organization will be more in control and able to prevent similar issues in the future.

Fifth: Classification (distribution) of team members:

Statement	Number
General manager	1
Accountant	1
Marketing Officer	1
Purchasing Officer	1
Cleaners	2
Security and guarding	2
Supervisor of Specialists	1
Beauty specialists	7
Assistants	4
Physical fitness Coach	2
Weight loss trainer	2
Massage coach and Athletic injury coach	2
physical therapist	1
massage therapist	1
Sauna therapist	1
Total	29

Sixth: Request for additional funds

The project does not require any additional funds available because the capital is very suitable for such projects.

Second Case

Thailand plans to create a high-speed railway to connect Bangkok with Chiang Mai in northern Thailand. Thailand negotiates with a Japanese company to create the aforementioned railway, General Prayut Chan-o-cha, the Prime Minister of Thailand is seeking to make the project to be a cost-effective project and train tickets do not exceed 1200 Bahts. As the estimated cost of this project is 100 billion Bahts. A feasibility analysis will be done for the project.

After a comprehensive study, we have made sure that a new high-speed railway should be constructed in Thailand because, after research and study, we found that there is only one train between Bangkok and Chiang Mai in northern Thailand, and the country needs to build a railway. The estimated cost of the project is about 100 billion Thai baht for the railway line. It consists of a section for cargo locomotives, which consist of 44 locomotives with many wagons (330 carriages for freight transportation of building materials and containers) and (330 other carriages for freight transportation of goods). The freight transportation cost of a ton of goods is estimated at 7500 - 10000 Thai baht. Due to the increase in the population and the frequent movement between cities, many 150 locomotives have been manufactured, with a total number of wagons estimated at 2,250 carriages for transporting passengers, including 675 sleeping wagons and 1,275 tourist wagons. The tickets prices are estimated at 1150 to 1350 Thai baht for first-class for the sleeping wagons and the economy class wagons, as well as ticket prices, are estimated at 875- 1250 Thai baht for the second class for the sleeping wagons and the economy class wagons. The expected revenues of Sleeping and tourist Trains are estimated at 8 billion Thai Baht. Revenues of the train of transporting goods, building materials, and containers have reached approximately 67 billion Thai Baht. Building cafeterias and restaurants for the railway station as proposed will achieve additional earning revenue from the project, the expected revenues of such two items will be 2.4 billion Thai Baht. Therefore, it is expected that the total revenue of the project will be collected for approximately 78.3 billion Thai Baht.

After studying all the necessary costs for the project, which represents 52% of the project's net revenue and the average annual profits of the project estimated at 36.8 billion Thai Baht, it was found that the project is feasible and achieves an added value for the state and profits, as the project

return rate of estimated approximately at 28% and the project's capital recovery period of the third year of the project.

Financial analyzes and indicators that have been tested and verified have proved the availability of the financial and economic feasibility of the project. with an ability to manage its financial and cash flows efficiently, enabling it to meet all its obligations and to achieve adequate surpluses, and encouraging investment despite a conservative approach to the estimates so that the project's ability to withstand various operating conditions can be tested. In addition, all financial indicators have been subjected to sensitivity analyzes. These analyzes demonstrate that the project can withstand any unfavorable conditions, both in light of high costs or low revenues and of achieve appropriate results under these circumstances, where the revenues of the project, whether the revenues achieved on total investment on capital are considered economically good, which confirms the financial viability of the project as well as the technical compatibility of the project with the internal requirements.

The proposed additional methods to achieve earning revenue from the railway.

The proposed additional methods to achieve earning revenue from the railway are as follows:

1. Establishing Cafeterias and Restaurants, which is based on providing various kinds of foods and beverages in varying sizes and prices to suit the different classes of Thai people, especially fast food that is characterized by the popularity of citizens.
2. Availability of different types of Trains: By providing passenger wagons of all kinds to suit the different economic and social levels and classes within Thai society. In addition to freight transport trains to transport various goods inside and outside the target region of the project, for seeking the diversity of project`s revenues.

3. Providing branches of famous brands: Such branches shall include all kinds of products and services consumed by the citizens in Thailand.
4. Exploiting the train stations and trains for advertisement purposes for various products, through stickers and other means of outdoor advertising.

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