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## 1 - Executive Summary

Sweden-based multinational Aspire International Corporation plans to develop and diversify its product line. Aspire Pharmacy and Community Market, a pharmacy and a convenience shop in a neighboring village, is one of the company's sustainable and practical initiatives. For Aspire International's project manager, this initiative represents a chance to reach a hitherto untapped market in rural areas. A pharmacy and a well-stocked convenience shop are also available to the local populace. It's a win-win scenario for everyone involved in this initiative; therefore it's going to be a success. The finest business to invest in and get long-term rewards by creating meaningful customer connections is grocery shopping since it has become ordinary and because it is an evergreen industry with its demand increasing with the expanding population. As long as there is any life remaining on the globe, these kinds of shops meet the necessities that will always exist.

Customers are also at the heart of this project, since it aims to meet the requirements of the whole village population under one roof. Aspire International Corporation, the parent firm, has set a \$2 million budget for the start of the project. As part of this plan, the project manager has also analyses potential risks and implemented quality control procedures. Adam Smith's theory of labor division has been implemented by a team of experts. Effectiveness and cost-cutting are two of the goals of this initiative. An extensive and well-researched business plan for the project, namely Aspire Pharmacy and Village Market has been put together in the end of effective risk management systems by enterprises.

## 2 - Project budget

It has been determined by the parent company's core committee that the Aspire Pharmacy and Village Market project will begin with a budget of 2 million euros. This budget includes the cost of renovations, rent for a few months, energy and other bills, promotion of the project, initial supply of pharmaceutical goods and other home items, and the salary of staff members working there. Following extensive market research, the project manager has determined that the funding allotted for the project would be split in order to reduce the risk as much as possible. According to the findings of a comprehensive market assessment, a budget has been allocated. When clients can have all of their fundamental requirements met under one roof, the danger of default is reduced and profit is maximized. The following is a breakdown of the budget's allocation:

<b>Sr. No.</b>	<b>Items</b>	<b>Budget ( € )</b>
1	Rent for 4 months (advance)	80,000
2	Initial maintenance expenses	75,000
3	Electricity and other bills of 4 months (expected)	125,000
4	Advertising Cost	200,000
5	Salaries for 4 months (budgeted)	120,000
6	Cost of supplies	1,200,000
7	Miscellaneous expenses	200,000
	Total	2,000,000

### 3 - Risk Analysis

Customers' purchasing habits are shifting in response to the shifting business climate, and this has a substantial impact on pharmacies and convenience shops.

Competition is one of the most prevalent dangers faced by these establishments. More than anything else, the attractiveness of these convenience stores is jeopardized by little businesses in houses or on secluded corners of a community. The placement of the store has a role in reducing this kind of danger.

Customers, on the other hand, desire to save money on their medications. Keeping in mind the village setting, this issue becomes even more essential since the destitute and the disadvantaged are more likely to reside in these areas. The Aspire International management team will have to do some research on this. Reducing prescription prices for clients while also improving operational efficiency and decreasing other expenditures at pharmacies may be a way of addressing this problem.

For businesses that have in-store pharmacies, it is tough to manage them properly since they make it easier for consumers. According to research, crime tends to be more prevalent in places like these. There are strict regulations in place because users take advantage of these facilities and acquire illegal substances for illegal purposes. Having to deal with regulatory authorities may place firms in an awkward position, and that doesn't give a good first impression. It is possible to reduce these risks by doing a thorough background check on all employees. Additionally, all pharmaceutical goods should be checked in and out, and the pharmacy should be shuttered while it is not in use. The danger may be reduced in this manner.

In addition, slip and fall cases, as well as any other operational disasters, have an impact on retail operations. Employees and consumers alike might be harmed by such situations because of the nature of business. To ensure the safety of everyone involved, a number of safeguards must be put in place. Despite this, accidents do happen, despite the best efforts of everyone involved. Such accidents necessitate the use.

## 4 - Projected Competition Analysis

Analyzing rivals, goods, and sales and marketing tactics is an important part of every company's strategy.

Businesses are always looking for new ways to get an edge over their rivals.

Over their competitors' companies, Competition from competitors is one of the most basic business difficulties. In the wake of a thorough internal and external analysis based on the SWOT model, the VRIO model and the red and blue ocean strategy the project manager has concluded that the risk of competition is higher in urban settings where this type of business model has become more common, as this type of business model has become more common in such Direct, indirect, and tertiary rivals will all be identified by the company. As a result of this divide, competitive tactics will be better formulated. To put it another way, a focused competitive strategy will provide the firm an edge over its rivals, regardless of their industry. With diverse sorts of competition, the company would have devised a variety of alternative methods. There will be less competition in rural areas like the one where Aspire International Corporation's Project Manager intends to open a new firm. However, the enterprise may face competition from tiny companies that often operate in the street and operate smaller convenience shops. In rural areas, local companies are the norm rather than profit-making large corporations. Small companies' primary goal is to make enough money to feed their employees and their family three meals a day. Their primary goal isn't to make a profit, but rather to help others. A small business owner may be found on almost every block as a result. As a result, any new firm attempting to compete with or take their livelihood will have a difficult time competing with them. Consequently, a single competitive study is not sufficient since the business is always evolving and customer preferences are constantly shifting. As a result, managers at Aspire Pharmacy and Village Market will need to monitor the local business climate and the overall situation constantly and often. Long-term strategy will allow the company to investigate and implement

policies to keep up with the competition in the long run. Customers may be compelled to shop at a new, convenient location that carries all of their daily necessities, such as a grocery store or a convenience store. Efforts to improve quality control and customer service will assist the sector achieve its competitive demands. Aspire Pharmacy and Village Market might take measures like bulk discounts to reduce such competition. Competitor threats are reduced as a result.

## **5 - Quality Control Measures**

The term "Quality Control" encompasses all of a company's efforts to assure and improve the quality of the goods and services it provides to its clients. When it comes to retail enterprises like convenience shops and pharmacies, quality control becomes the most important consideration. In such a firm, the management must look after everyday items as well as pharmaceuticals, which need extra attention. A higher degree of quality control is required for pharmaceutical items since they are directly tied to the health of customers. In order to avoid a costly lawsuit, both sellers and consumers must pay close attention to expiration dates and do thorough background checks to ensure that the pharmaceuticals are not being misused for illegitimate purposes, which is a common practice in companies such as pharmacies. It's more important than ever to take strict precautions to maintain quality as client requirements and purchasing habits evolve. Owners of start-up companies seek to expand their consumer bases and establish long-term ties. Sometimes, in their eagerness to increase their client base, some businesses neglect to take the essential precautions to ensure the safety and quality of their products and services. As a result, it's a good idea for the company to pay close attention to this. In this context, the Aspire Pharmacy and village market administration might take the following actions. People that have a good deal of expertise in this industry and the market should be hired to fill up the workforce. Businesses often employ people who have a certain set of skills that make them ideal for a given position.

To improve the whole client experience and develop long-term partnerships, such a step may be

implemented in the same way, it's important to develop a reputation for high-quality items so that consumers can rely on you and return for more. Because of the lower economic levels of their customers, street vendors seldom worry about product quality when they acquire and sell their wares. The clients' preferences change when they learn that a high-quality product is accessible in their town. In Europe and the United States, several consumer-focused polls have confirmed this. Focusing on quality will, in fact, be beneficial to the company. Customers should be compelled to return to the business again and over again because of the value offer.

Customers should also be encouraged to remain longer and spend more by management. Such goals may be reached by making the shopping experience as pleasant as possible for the customers. When it comes to retail, most companies adopt a zigzag technique, which means that even if a buyer just buys a tiny item, they must go through the whole shop. As a result, they are more likely to purchase things that have been prominently displayed on shelves.

In spite of the fact that they have no intention of purchasing such items, they are convinced by their presence alone. A number of in-house customer observation polls have confirmed this. Together, these quality control techniques may have a significant impact on the overall health of an organization. The manager of the store's pharmaceutical area must guarantee that the highest quality items are available while satisfying the demands of each product, such as refrigeration and temperature control. The manager will work with the shelf workers to ensure that the quality of the goods and the level of service are both high. If implemented properly, these and other customer service initiatives will have a lasting effect on the company's bottom line.

## **6 - Team Member Breakdown**

As a result, the most important part of every organization is its staff, and a well-rounded group of



professionals is essential to its success. Each member of the team has an important role to play in the overall success of the company. A new project like this should be approached with the understanding that each person has a critical role to play in attaining the project's objectives. Project managers are familiar with the complexities of the work at hand, thus they prioritize rigorous team selection when faced with such challenges. Aspire pharmacy and the village market will need a total of seven people to complete the essential work, according to the project manager, after much deliberation. One person in charge of interacting with suppliers, another in charge of overseeing product and service quality, and a third in charge of handling customer complaints and overseeing all of the company's operations are all necessary in a firm of this size. With this division of work, the firm can function more efficiently.

Working in this manner also improves operational efficiency. Except for the management, the crew will follow a rotation strategy to prevent work from becoming boring. The company may go far if it encourages its workers and builds a strong team. Most organizations outsource labor for non-essential tasks like cleaning and security. You'll be able to focus all of your efforts on improving operational efficiency in your main company, which will save you both time and money.

## **7 - Additional Funds Request**

Based on its research and understanding of the business environment, the project manager and the team have adjusted the available funds by putting them to the best use. However, as the market remains volatile and changes in

the business environment can be expected, the manager has requested additional funds of 0.3 million to meet any emergency needs.

## **8 - Viability Assessment of Railway Project**

The project consultant may use a collection of methods and policies called a "**project viability assessment**" to determine whether or not a project is viable. Prior to every project, whether it is in the

private or public sector, it is essential to do a thorough study of the project's resources. The public and commercial sectors might save a lot of money if it is not possible. The project manager has the last say on whether or not to approve the project for implementation, but his team, which consists mostly of project consultants, has an equal say in whether or not the project should be approved for implementation in the first place. To determine a project's feasibility, the cost, time, labor, and influence it has on the general population in the case of a public sector project and on consumers and overall company in the case of a private sector project must be thoroughly evaluated.

A high-speed rail link between Bangkok and Chiang Mai in the north of Thailand is being planned by Thailand's government. There's a lot of pressure on the Prime Minister to keep railway fares around 1200 baht, even though the project is anticipated to cost 100 billion baht. So, the issue is whether or not Thailand's government should proceed with the project.

Yes, a railroad is something that has to be created. There are a number of reasons to support it. When you think about public sector projects, the first thing that springs to mind is how much of their funding comes from tax dollars. Projects in the public sector aren't only measured by how much money they cost; they're also evaluated by how much of an effect they make on people's lives. In addition to providing employment for the general public, this project will facilitate mass transit.

Furthermore, in most developed and developing countries, public sector initiatives and public transportation projects are financed by the government. As a result, the project's price tag shouldn't be a major roadblock. The initiative should be considered primarily from the perspective of the public good. Because of this, it's difficult for Thailand to give this project the green light because of the inherent conflict between profit and loss that exists in a capitalist society. Even so, the project consultant should be aware of the initial motivations for taking on this project. It becomes much easier to decide whether or not a project is possible once it is realized that universal ease was the driving force behind it.

In addition, Thailand is a popular tourist destination. People from all across the country go to this sought-

after destination for a relaxing holiday. The tourist industry will boom once this project is completed.

People would go to less-traveled areas as a result of the increased visibility of these locales. Aside from generating income, this will also boost the country's image as a safe haven for tourists, particularly in Bangkok and across the rest of Thailand. The predicted tourism earnings will assist cover the expenditures of the project, but the soft image that will be developed and the public benefit will be of little financial worth to the project itself. The above evidence suggests that a railroad should be constructed.

## **9- Additional ways for the proposed railway to earn income**

Ticket sales are only one of several ways that train projects might make money. In order to cover expenditures and earn more money, the railway management committee might do anything from reduce operating costs to providing additional services throughout the route.

An obvious way to increase income for the government is to provide passengers with extra amenities like food, drink, and other comforts while travelling. It may seem like a little thing, but the government gets a lot of money from these kinds of projects. Outsourcing non-core activities is common in nations where the trains are already profitable, but in locations where more money is needed to cover daily expenditures, such services may be of tremendous use.

A business-class cabin extension might also be a step in the right direction. Travelers will be able to travel the manner they wish and the government will make money as a result of this move. Almost all railway projects, particularly those supported by public funds, follow this commercial model. Revenue from business class cabins helps cover the costs of railway services and lessen the strain of government subsidies. Standard train services, on the other hand, hardly provide enough cash to cover normal costs, much alone produce revenue for the railway department.

As a result, railway stations may benefit from the construction of plazas and retail malls, as well. The railway department will own and operate these retail malls and plazas, and all of the cash generated by them will be used to pay for the railroad's normal expenses and to upgrade their facilities.

Service Tax breaks may also be helpful in this respect since these plazas are owned by the government. The railway will receive all fares and profits generated by these facilities. The railroads will be able to better serve its customers and create more plazas and malls like these to generate more income. After reaching this point, the government may also charge regular taxes since the enterprise is now self-sustaining. This is an excellent approach for projects of this kind to generate extra cash. Almost everywhere in the globe, self-sustaining and income-generating models are in use. In other words, this kind of activity may assist in generating cash.

## **11 - Conclusion:**

In this paper we suggested a project proposal for Aspire Corporation in order to expand its portfolio with a fitness club and spa center. It's important to note here that all calculations and numbers differ according to the fitness center space. One may start this project with a lower budget Or even way more. Another issue we discussed in part two was the Thailand Railway. According To the costs and benefits, apparently the railway will cost a lot but on the other hand it will connect Countries together and increase their communication. Collaboration with creative additional ideas will return with a lot of profits to the country. Witnessing the advantages such projects generated To different countries will definitely encourage Thailand to give this railway a shot.

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