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COVER PAGE AND DECLARATION

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Assignment 1

Project Proposal for (Aspire International Corporation)

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Brief introduction

Organic products refer to agricultural products that do not use any artificial fertilizers, pesticides or chemicals in their cultivation and production. But it has become a huge demand from people who are interested in fitness and health.

After a lengthy study of the options for the projects you would like to create, a project was selected Aspire Hometown Food Market, an all organic natural food store.

This is with the aim of strengthening the organic ecosystem and establishing healthy agricultural food alliances for the consumer directly through the establishment of a market that works to provide locally grown organic products with products free of chemicals and preservatives, in addition to providing non-traditional healthy alternative

products that are sold in traditional grocery stores, this store will serve what
Approximately 30 thousand people in the proposed area in the capital.

Background information

Stockholm have 975,551 population and they have around 470 market stores around it 50 from it is service the organic food store. People have become very interested in the high rate of growth rates that are working to provide these products with alert, organic products have increased to 30% since the start of the pandemic that has increased people's interest and directed them more than before within the areas that have been proposed Zinkin District Since there is no competitor to the organic food store in that vital vicinity as it has a high percentage of potential work in this case.

Those who live in that area, when they need organic products, go to the west for a distance of about 20 km by car, the nearest product store to the area.

Objective

The goal of this main project is to support local organic farms that work on the goals of preserving the environment and preserving pure water. In the store, the following work is carried out:

- Providing the end consumer with fresh and organically grown fruits and vegetables
- Providing foods free of colors, flavors, artificial additives and without preservatives
- Selling pure natural supplements can support the sale of earth-friendly cleansers as well as gentle, cruelty-free body care products.
- Offering healthy and organic alternatives

Market Analysis:

Since it is a new area and is very popular and overcrowded, we find that families and students are the largest number and are considered the target group for the store, and there is also no competition in the area due to the distance of the nearest organic food restaurant, which is 20 km away from the area, which means 30 minutes by car. The store is distinguished as it offers distinctive and non-recurring products at reasonable prices and healthy and organic products at the same time.

SWOT is A tool to help analyze the project or company and work on improving and developing it, consisting of 4 main points:

Strengths: • The only store of its kind in the region is Zinkin • Closer than competing stores as the nearest store is 30 minutes away by car	Weaknesses : • The project is new • No online sale
Opportunities: • The proximity of the store in the neighborhood to the consumer • Supporting charities and orientation towards social responsibility contributes to increasing sales	Threats: • The prices of the old stores may be lower than the new ones • The possibility of losses in the operational period that will be spent on advertising and promotion

strengths point: They are the points that make the company's strength work and that distinguish it from its competitors. The absence of competitors in the same area and after the competitors add strength to the company and help to establish its position for the consumer. We always know the consumer is looking for what comforts him, so near the place works the speed of consumer access to it.

Weaknesses point: The company's weaknesses, if they are known, can help you correct them and know what are the points that must be focused on in order to create a real

competitive value. What are the points that could weaken the project from the competitors' point of view here were two very important points that the project is new and needs to establish consumer loyalty to you as a new store. Another point is the lack of an online store so that the customer can order while at home, which is one of the points that we must take into account and go for electronic commerce is very important at the present time.

Opportunities point: They are the positive points that pertain to the company and the opportunities that must be worked on to obtain them, and they are the future points. Supporting charities is an opportunity to participate in social responsibility and thus support and contribute to it, and it is also an indirect marketing of the project. Another opportunity is the proximity of the project to schools, universities, various sports activities and clubs in the same area, as it is a populated area and they are interested in healthy eating and physical fitness.

Threats point: Threats are those that negatively affect the workflow from outside the company, and they may be problems in supplying, keeping pace with market requirements, or lack of employment, such as the threat of Covid 19 and an impact on the number of workers, stopping many workers and closing companies, and the threat of disease is still present for the time being, and if there is a possibility of a directed Others must be addressed with solutions to these problems through marketing and e-commerce so that the income continues even if it is closed because food is one of the projects that continue and is considered one of the indispensable requirements for human.

Procedure :

Planning and design of the working area:

The design of the project according to the new and distinctive standards and designs, and the site is designed after determining the features on which the project will be built, and

storing the identification of the tasks that will begin before each employee with the appropriate equipment and supplies to accomplish those tasks in the appropriate places

Marketing strategy:

The written marketing plan is one of the most important elements that help in marketing, and it is one of the reasons for the success of the work. If there is no clear methodology, the project will fail. The marketing plan will be accompanied by instructions that can be followed and the use of various advertising opportunities. An integrated marketing plan will be made, in addition to managing online advertising, as well as instructions for the website.

Project Schedule and Time Management

As for the space, it is preferable that the space be relatively large, not less than 30 square meters, to allow the addition of as many organic products as possible in high demand.

Project Costs

year	0	1	2	3	4	5	6
Expense foundation	1,000,000						
Income/Saving	0	200,000	200,000	200,000	200,000	200,000	200,000
Annual Cash flow	1,000,000	200,000	200,000	200,000	200,000	200,000	200,000
Cumulative cash flow	1,000,000	800,000	600,000	400,000	200,000	0	200,000

This a simple recovery. If the purpose of the project is to improve cash flow - make it more Positive or less Negative - The improved positive cash flow is applied each year to The original cost (negative cash flow) of the project to determine how many years it will take to reimburse the original cost. It is assumed that after that date, the cash flow has

improved It can be used for other purposes or paid to the owners. For example, if the company Borrows \$1,000,000 to finance the project and the project increases cash flow by \$200,000 In the year the simple payback will be five years, as shown in Fig Simple Payback. Simple Recovery The cash flow from each year is summed up in the cumulative cash flow row. When the cumulative cash flow becomes zero or positive, it means that the original cost has been paid back by the increased income or savings created by the investment. Companies can use simple payback to establish a cutoff for project consideration For projects that meet this criterion, projects with shorter simple payback periods would have an advantage in the selection process.

Project Team: Human Resources and Communications

important responsibility of the project management team. The project usually has two types of team members: functional managers and process managers. The functional managers and team focus on the technology of the project. On a construction project, the functional managers would include the engineering manager and construction superintendents. On a training project, the functional manager would include the professional trainers; on an information technology project, the software development managers would be functional managers. The project management team also includes project process managers. The project controls team would include process managers.

The employee's handbook (the system of instructions for follow-up and rules):

The most common problem is when the employer receives complaints that some employees are not performing certain aspects of their work but you do not have the strength to discipline them. You need to set policies about the way things work, and the rules that everyone has to follow. A work mechanism will be designed for each employee based on the project plan. You can simply put your company name and logo into files and print them out to get a full set of standards and employee guidelines in a matter of minutes. Completing a complex project successfully requires teamwork, and teamwork requires good communication among team members.

employees :

The staff is one of the most important parts of any step in the project process. You must learn to find the right talent, turn them into ideal employees and make them feel appreciated by offering a training course that contains several things, including:

Introduction to the world of organic and healthy products An overview of their cultivation, seasons and storage methods and preserve it. How to clean and package it.

Answer all customer questions and provide the trainee with a certificate of professionalism.

Operations Manual: What it includes is that all employees receive the same training to perform harmonious work. And defining the daily tasks of each person clearly and setting expectations clearly, the employee is signed on the lists of tasks to ensure the quality of work.

Task conversion checklists	Maintenance manual for machines and electrical appliances	Products Guide
• checklist • daily to-do list • To-do list for the day • Team Transfer List • Close the transition checklists for close tasks to the end of the day • List of weekly cleaning tasks • Flow Checklist	• The hygiene protocol for the place in its various forms and daily follow-up of what needs to be followed up • Follow-up of account budgets and link them to electronic invoices	• Detailed instructions on the products and how to maintain and arrange them in different spaces in an orderly manner and to maintain their cleanliness and follow-up dates regularly.

Project Risk

Risk exists on all projects. The role of the project management team is to understand the kinds and levels of risks on the project and then to develop and implement plans to mitigate these risks. effectiveness of the current plan and explores for possible risks not identified in earlier sessions. At the present time, the risks cannot be measured or the risks are considered unknown until the project is started, and at the present time they do not exceed what was mentioned in the SWOT analysis with its solutions later in the future. Threats will be known and worked to be addressed, as well as the opportunities to be exploited correctly. can be measured.

One of the most important difficulties in this field is obtaining products. Products are not available in the market and difficult to obtain and for a long time. You must search for farms and companies to supply you with organic products at prices that guarantee you profit,

Project Procurement

the project team identifies the materials, equipment, and supplies needed by the project and provides product specifications and a detailed delivery schedule. When the procurement department of the parent organization provides procurement services, a liaison from the project can help the procurement team better understand the unique requirements of the project and the time-sensitive or critical items of the project schedule. On larger, more complex projects, personnel are dedicated to procuring and managing the equipment, supplies, and materials needed by the project. Because of the temporary nature of projects, equipment, supplies, and materials are procured as part of the product of the project or for the execution of the project.

Purchase of equipment and supplies for the shop:

- Multiple shelf to display different products as needed

- Specialized refrigerators for fresh products, vegetables and fruits
- Special refrigerators for organic drinks and products that need refrigeration
- Paper and plastic packaging supplies and boxes
- Marketing promotions and point-of-purchase offers

The project management team builds and implements a project procurement plan that recognizes the most efficient and effective procurement approach to support the project schedule and goals.

Conclusion:

The store's preparations are only completed with the opening. When promoting the opening of the store, there will be a coffee break and hospitality for visitors will be made of organic products or using them to test the quality of the products and as an indirect promotion process, the opening time is on the weekend so that there is more movement or crowding for the promotion.

Advertising through local flyers in daily newspapers and street advertisements about the opening, with special discount offers for purchases for a month from the opening. In addition to the vital participation of community topics and programs, part of the sales will be sponsorship for a charitable association that benefits society and humanity.

In the end, the focus should be on collecting needs and innovative solutions that improve competition and access to local markets, as well as using experts in developing specialized products in food, organic products and innovative services to meet the needs of the local community in Sweden

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Assignment 2

Project Proposal (establish a high-speed railway Thailand)

Brief introduction

The Train is one of the best way to travel and faster than car and cheaper then airplane. Thailand is planning to establish a high-speed railway to connect Bangkok to Chiang Mai in the North of Thailand. The way from Chiang Mai direct to Bangkok is about 693.2 KM around (422 Miles) away that mean around 9 hours and 9 mint by train well be less then car which usually take 11 hours and 14 hours and 20 minutes by the slowest train.

From ticket price the sleeper train from Bangkok to Chiang Mai is cost start from 581TH up to 1903 THB .

When you consider that Bangkok is much expensive then Chiang Mai that mean the price of ticket will be for Bangkok is more by 20% then Chang Mai ticket price which will be starting from 1200 Baht

Northern HSR: Bangkok–Phitsanulok–Chiang Mai (Japanese-Thai project) Japan would provide Shinkansen technology for a high-speed rail link between Bangkok and the northern city of Chiang Mai. ... Seven stations are planned for this segment: Bang Sue, Don Mueang, Ayutthaya, Lopburi, Nakhon Sawan, Phichit, and Phitsanulok.

Background information

The feasibility study helps to clarify and evaluate the project before submitting it because it contains the definition of the project and an accurate description with detail of the physical and technological facilities that are used with the outputs and the identification of the end users in them with an estimate of the costs of capital, operation and maintenance of the project throughout its period as well as calculating the revenues that

can be achieved by studying many Existing projects. Technical Feasibility - Answers the following questions: Can the project be implemented as planned, using proven techniques, and without unreasonable technical risks? Finally, the legal feasibility. Are there any legal obstacles to the project? For a PPP, this includes due diligence to identify any legal restriction that prevents the government from entering into a PPP contract.

A feasibility study of a railway project	included
Demand analysis and traffic forecasts	-
Engineering analysis and technical specs	-
Capital cost estimation	• land acquisition • civil works • signaling • electric power • control system installation • track-laying initial rolling stock purchases
O&M cost estimation	• train crew costs • fuel/energy consumption • loco/wagon/carriage maintenance • fixed infrastructure maintenance • variable infrastructure maintenance • station operating costs
Financial appraisal	• revenue forecast • financing plan • DCF analysis • including calculation of FIRR • NPV indicators
Economic appraisal	• benefit estimation

	• reduced operating costs • time savings • reduced emissions • accident cost reduction • reduced road maintenance costs • analysis of economic net benefit flows • including calculation of EIRR and B/C indicators
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From previous studies, we find that the project has been estimated at a value higher than the budget set by Thailand, which is considered the text of the value that was determined for the beginning of the project only and is estimated at 280 billion baht, which exceeds the budget by a difference of 180 million baht, as it was priced based on Seven stations are planned for this segment: Bang Sue, Don Mueang, Ayutthaya, Lopburi, Nakhon Sawan, Phichit and Phitsanulok. To reduce costs, the Thai authorities proposed to reduce the number of stations, but the Japan International Cooperation Agency (JICA) rejected this proposal on the grounds that it conflicted with the original purpose of the project. This part of the road was to be submitted to the Thai Cabinet for financial approval in August 2018.

After the signing, the project was re-evaluated from Japan, and the cost of building the project was determined, which rose to 420 billion baht. Which means that it will work at no loss in the start-up and in order to cover the cost, it requires 50,000 passengers per day, which means 1,200 baht is completely unsuitable as the base price for the ticket and must rise to at least 1900 baht if the number is 50,000 passengers.

The Thai government announced in September 2019 that it might cancel the high-speed rail project between Bangkok and Chiang Mai after private investors refused to invest. The cost of the 670-kilometer line is estimated to be around 400 billion baht. Japan rejected the project as a poor investment due to low passenger expectations.

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Objective

They are negotiating with a Japanese company to build this railway, however, the prime minister, Gen. Prayut wants the project to be cost efficient and does not want the train tickets to exceed 1,200 baht. The estimated cost of this project is 100 billion baht.

Statement problem

Railways need heavy capital, more unspecified. So we find financing in the express trade project, help him to raise his head on his head, help him increase the expenses in the project.

The amount of the project is a good amount, a project with funding from it, a good project to fund, a good project to fund, a good project to be funded in order to have a permanent funding to provide loss-making services.

Resources and budget required for the project

Concerning the issue of increasing income in the use of several things, including working on developing stations for use in retail sales and trading on companies and individuals. It

can be rented to telecom companies to extend fiber optic lines. It is also possible to make internal advertisements directly to the consumer that the passengers watch. All these sources are considered as additional income.

We also know the importance of logistics companies and shipping companies that can benefit from the train in terms of express delivery or urgent shipping, as some trailers can be dispensed with and converted into a warehouse for transporting goods, whether for shipping companies or commercial companies that use it to transport their products. What distinguishes the train is that it can transport large, huge and non-large quantities. The size of the goods is important because it accommodates a large amount, as the size of the trailers reaches the size of 40 feet, representing the size of the shipping counter.

Conclusion:

The feasibility study of the project exposes several things, including the risks of non-feasibility, the mathematical expectation of the profitability of the projects, and the relative profitability of the projects.

As well as the research on the feasibility of the project on the system's ability, as well as the average time before losing validity and measuring the average time to restore the acceptable validity, and do not forget the time between the end of the previous validity and the analysis of the system and the beginning of the next stage, the time of analyzing the system's feasibility, and the profitability of the system in the unit time during maintenance of validity and during the time Loss of viability, given time to forecast, given minimum profitability.

At the end, in my own view that I believe that the railway should be built. But through the Chinese company, due to its low cost, and they can manufacture it with the budget allocated by the ministry, because the Japanese company, as it was employed, needs 4 and a half times the amount put forward as the budget for the work in the project, because the advanced technology used in Japan has a higher cost and higher quality.

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The end of Assignment