



EUROPEAN  
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## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	Hospitality & Tourism Management
<b>Affiliated Center:</b>	CEO Business School
<b>Module Code &amp; Module Title:</b>	MGT580 Project Management
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<b>Word Count:</b>	4000
<b>Date of Submission:</b>	17 APR 2022

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## 1. ASPIRE INTERNATIONAL

Aspire International Building Materials Trading LLC is a company operated by young professionals in the industry that services the booming Middle East Asian construction and oil & gas industries. An ISO 9001:2008 accredited firm that provides one of the most competitive high-quality items. When dealing with large multinationals and public and privately-owned oil and gas giants, they are delivering the proper product and pricing as quickly as possible.

## 2. PROJECT PROPOSAL:

The Project Proposal is the first document for defining an internal or external project. The proposal includes components like title, beginning and finish date, aims and objectives, requirements, and a descriptor of the proposed solution. The project proposal works as the working document between the agency and the customer before a project start. The proposed project is therefore used to define the external party's aims and needs for a project. It is a mechanism for the internal party to examine the project's feasibility and profitability. The major aim of the project is to get the customer to acquire your services. Project proposals are thus an excellent way of ensuring funding, winning new customers, or persuading managers to spend resources on projects (Zhang et al, 2020).

To write a good draught, customers of Aspire international need to be on the same page and wear their shoes for a moment. You must think like them and find out exactly what you want the project to achieve. A start to focus on the results that are crucial for the client when preparing a project proposal. It explains why successful organizations go into the project ideas in such detail because a project proposal illustrates the value proposition of your project.

## 3. PROJECT BUDGET:

The Project Budget is a technique used by project managers to estimate a project's final cost. A project budget template contains a detailed estimate of all anticipated costs to occur before completing the project (Thamhain, 2019). Large commercial projects can include numerous pages of project budgets. Such projects relate to many costs, such as labor costs, material procurement costs, and operating costs. The budget for the project itself is a dynamic document. It is constantly updated during the process.

<u>Income</u>							
<u>statement</u>	year 1	year 2	year 3	year 4	year 5	year 6	year 7

<b><u>Revenue</u></b>	364,190,000	375,115,700	393,871,485	413,565,059	434,243,312	490,694,943	554,485,285
<b><u>COST OF</u></b>							

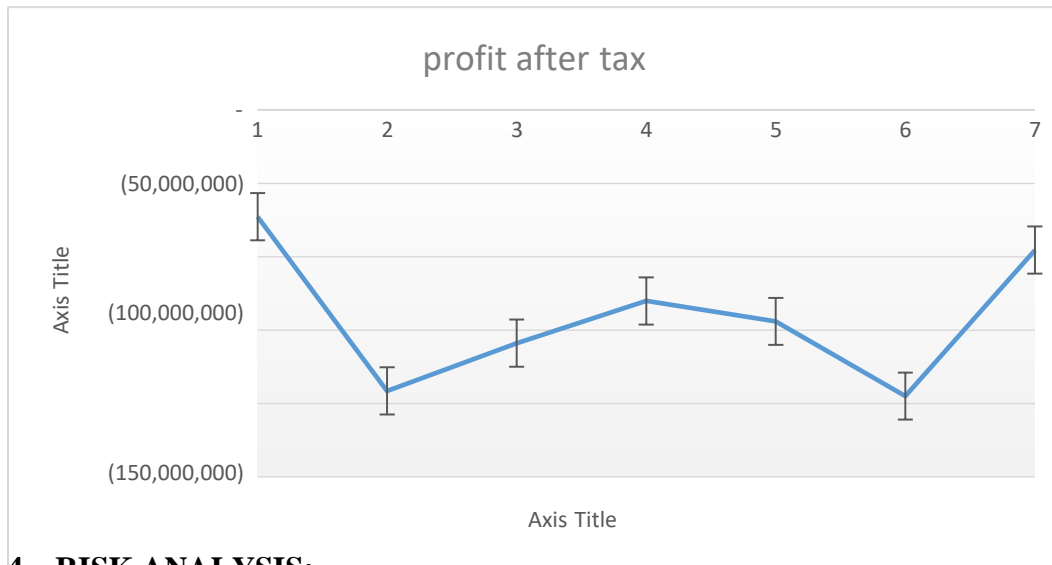
<b><u>GOODS</u></b>							
<b><u>SOLD</u></b>							
MATERIAL COST	145,676,000	150,046,280	157,548,594	165,426,024	173,697,325	196,277,977	221,794,114
LABOR COST	54,628,500	56,267,355	59,080,723	62,034,759	65,136,497	73,604,241	83,172,793
GROSS PROFIT	163,885,500	168,802,065	177,242,168	186,104,277	195,409,490	220,812,724	249,518,378
OTHER OPERATING EXPENSES							
Fixed Overheads	14,567,600	15,004,628	15,754,859	16,542,602	17,369,732	19,627,798	22,179,411
Stock Upkeep Cost	728,380	750,231	787,743	827,130	868,487	981,390	1,108,971

Product Recall Cost	728,380	750,231	787,743	827,130	868,487	981,390	1,108,971
Promotion	7,283,800	7,502,314	11,816,145	12,406,952	13,027,299	14,720,848	16,634,559
Research and Development	21,851,400	22,506,942	31,509,719	33,085,205	34,739,465	39,255,595	44,358,823
Professional Charges	1,092,570	1,125,347	1,181,6	1,240,6	1,302,7	1,472,08	1,663,456

			14	95	30	5	
Warranty Claims	3,641,900	3,751,157	3,938,715	4,135,651	4,342,433	4,906,949	5,544,853
Training Cost	7,283,800	7,502,314	7,877,430	16,542,602	17,369,732	19,627,798	22,179,411
operating profit	106,707,670	109,908,900	103,588,201	100,496,309	105,521,125	119,238,871	134,739,924
depreciation	80,000,000	163,333,333	163,333,333	163,333,333	206,190,476	261,190,476	181,190,476
<b><u>profit before interest</u></b>	26,707,670	(53,424,433)	(59,745,133)	(62,837,024)	(100,669,351)	(141,951,605)	(46,450,552)
interest	120,000,000	192,000,000	144,000,000	104,000,000	84,000,000	108,000,000	76,000,000
<b><u>profit after interest</u></b>	(93,292,330)	(245,424,433)	(203,745,133)	(166,837,024)	(184,669,351)	(249,951,605)	(122,450,552)
tax	(20,524,310)	(53,993,370)	(44,823,000)	(36,704,000)	(40,627,000)	(54,989,000)	(26,939,100)



	3)	5)	929)	,145)	257)	353)	21)
<b>profit after tax</b>	(72,768,017)	(191,431,058)	(158,921,204)	(130,132,879)	(144,042,094)	(194,962,252)	(95,511,430)
profit after tax (millions)	(73)	(191)	(159)	(130)	(144)	(195)	(96)



#### **4. RISK ANALYSIS:**

##### **4.1. DISASTER-RELATED LOSSES:**

If you have the correct insurance cover, aspire international can get out of business from a legal proceeding or a natural calamity. Most companies do not. Studies have shown that 60% of companies are underinsured. It is no coincidence that following a crisis, the same number of companies never reopen (Nicolay et al, 2020)

##### **4.2. INJURIES ON TREADMILL:**

Treadmills are the number one fitness center injury risk. The average cost of an accident using a treadmill is \$250,000. Members who utilize them do other things simultaneously, such as text, conversing, reading, or watching TV. Make sure that all members of Aspire international are trained in using the equipment and document the training. Monitor regular use of the treadmill and act when unsafe conduct occurs.

##### **4.3. BREACH OF MEMBER DATA:**

Almost half of all organizations have encountered data infringement, yet only one in ten has cyber liability coverage. The potential of cyber-liability in fitness facilities is particularly high as they usually include a considerable amount of personal and financial data. Physically safeguard all electronic devices with Member Access Data, lock file drawers with hard copies of Member Data and shreds of sensitive papers to prevent cyber liability risk, requires passwords and systems to log out after 15 minutes. Use data encryption software to encrypt member data and maintain up-to-date anti-virus and anti-malware security. Employees should be instructed to recognize the importance of the security of information.

#### **4.4. LIABILITY FROM PERSONEL TRAINER:**

Personal trainers of Aspire international participated in liability actions for such matters as sexual harassment and bodily injury. Incorrect nutrition advice has even found a trainer accountable for the death of a member. If trainers are sued, they work in clubs, as owners might be held accountable for the conduct of their trainers. Owners should ensure that their insurance policy automatically includes extra Insureds, such as instructors, trainers, and members, as contract fitness instructors are not covered under the liability policy of the proprietor.

#### **4.5. LOSS FROM EMERGENCIES:**

Explosions, bloodshed, shootings, sexual abuse, and disease epidemics have occurred at gyms. Such occurrences can have a significant financial impact and ruin the company's brand. Contingency management insurance often covers business income loss, reputational public relations expenses, and expenditures like medical attention, counseling, and funeral fees. Steps should also be taken to guarantee that the fitness center, such as installing monitoring cameras and ensuring that the car park is well-lit, is as safe as possible (Lloyd, 2020)

#### **4.6. PROJECTED COMPETITION TIMES:**

The worldwide health and fitness club market is expected to increase by 10.6 percent in the 2018-2023 forecast period. Significant growth is having a big impact on the health and fitness club markets in the sports business. It also encourages new regions to take fitness as a key aspect of their lifestyles. Due to increasing market rivalry, significant competitors distinguish between their services by giving a unique value proposition and surviving benefits in a very competitive climate. For example, Gold's Gym allows enrolling in life insurance, which is covered by Lincoln Financial starting at US\$10,000. The health and fitness club markets are experiencing new and improved items and will focus more on customer service efficiency, quality, technological advances, and enticing membership rewards (Larsen, 2017).

Growing facilities in fitness clubs such as hot yoga studios, high-altitude training rooms, metabolic test equipment, healthcare facilities, and spas are becoming more popular among consumers that can boost the market growth. Significant increases in gym companies that are convenient to always attend gymnastics and reasonable memberships are anticipated in future years to boost health and fitness clubs' revenues. The health and fitness club industry are likely to be supported by increasing cooperation between fitness training centers and companies. The conventional instruments of various social media platforms enable large fitness

centers to engage constantly with consumers to provide information about updates on new services and their advantages, which will play a significant role in market expansion throughout the projection period. Many major businesses compete based on the quality and range of services, differentiation of services, pricing, and value-added services offered. The market will be stepped up with increased service offerings, exercise equipment development, and cooperation between local and international health clubs, which are anticipated to play a vital part in health and fitness industry growth over the projection period (Hung, 2020).

Consumers are eager to spend more on health care and healthy exercise clubs and play a crucial role in driving market expansion worldwide. With personal training and state-of-the-art fitness equipment, the increasing number of healthcare centers and fitness centers attracts consumers to join healthcare and fitness centers. Increasing popularity among cardiovascular exercise consumers, aerobic dancing, and swimming is predicted to foster the health and fitness club industry worldwide. Increased understanding of the benefits of physical fitness encourages customers to continue to follow a healthy lifestyle that supports market growth. In addition, rising obesity instances are a big issue, notably in developed countries, hence subjecting individuals to various ailments. These reasons drive the health and fitness club market in developed areas like the United States, Japan, and Italy. The increasing number of baby boomers and millennials entering health clubs plays a significant role in driving market expansion.

## **5. QUALITY CONTROL MEASURES:**

Managing a gym demands Aspire international to keep abreast of many elements of the business, including your customers, personnel, and facilities. There are tons of problems that can go wrong every day; therefore, aspire international can avoid difficulties and deliver excellent customer service by implementing a quality control strategy. Aspire international can build a checklist using regular corporate quality control procedures and guidelines from health groups such as NSF International to keep your business profit-making.

## **6. PREVENTION SHOULD BE THERE:**

It is essential to ensure that all Aspire international equipment is clean, safe, and fully functioning. Provide hand sanitizers and wipes to wipe handles before or after every machine usage. If aspire international does not have a handbook for a certain machine, try a digital copy on the Internet or contact the maker. Create a service schedule to inform you of the dates on which each piece of equipment will be serviced. End every day with an employee walking,

examine each piece of equipment for damage and ensure that everyone is properly operating. Aspire international may have to pay an inspection staff member for an additional 30 minutes, but this can prevent injuries and expensive prosecution (Cinaroglu, 2018).

#### **7. SHOW OFF YOUR AMENITIES:**

Give customers Aspire international the first and last impression by cleaning and safe your waiting area and locker facilities. Investing in a professional cleaning company will help keep your entire facility. If the workers must take turns each night to close and clean, develop a cleaning checklist to be followed, signed, and dated in the closing tasks by each employee. During cleanup every night, personnel should notice any repairs to the facility or the contents. Consider the use of natural cleaning products to maintain the great air quality in your operation.

#### **8. TRAIN YOUR STAFF:**

Keep Aspire international staff current by offering to pay or maintain their professional qualifications for new certifications and training courses. Short them entirely on all memberships, classes, products, and services that you provide to establish great sales team and informed personnel. Set standards for care, including a list of employees who can and cannot wear during working hours. Hold group training to disseminate fresh information and ensure employees are on the same page regarding health, fitness, and nutrition. Aspire international does not want a staff person to call a specific exercise or diet while another raves a customer (Chapman, 2017)

#### **9. COMPLY WITH LEGAL REQUIREMENTS:**

Know Aspire international local and state rules on the management and operation of a fitness company. Work with a lawyer to understand liability insurance and exemptions, labor legislation, safety and security issues. Talk to Aspire international insurance company or a security professional to make your center as safe for customers and employees as feasible. Pay for training in CPR and first aid for your workers. Create an orientation program to acquaint new members of Aspire international health and safety policies.

#### **10. SHOULD NOT HAVE ANY CONTRADICTION:**

What Aspires international puts on the web might stay for years. When aspire international posts something on their social media page or website, provide an expiry date and mark it on your removal calendar. Hire a skilled communicator to generate your marketing

material or exchange a member for services with a marketing expert. A typo here or a grammar error can make you look unprofessional.

## **11. TEAM MEMBER BREAKDOWN:**

### **11.1. FITNESS MEMBERSHIPS SALES MANAGER:**

The Sales Manager provides the personnel at your door and enables you to achieve your fitness goals. This position will also help manage the personnel and keep them motivated to meet the expectations of your members. Find a candidate who will be able to produce sales but will also consider your members as individuals rather than dollar signs.

### **11.2. OPERATIONS MANAGER:**

A great operations manager, one of the most important tasks in Aspire international fitness center is an efficient, smooth operating gym. This manager oversees the personnel, ensures the proper maintenance of the facilities, and handles all problems politely. Find a candidate, not just a good manager, but with your members, who has a diplomatic and customer service spirit.

### **11.3. FITNESS INSTRUCTOR:**

Whether aspire international offers yoga, spin, training, or various group fitness programs, the vigorous and enthusiastic group fitness instructors will do or break a course. Seek enthusiastic teachers that have expertise with group exercises and like watching students attain their goals.

### **11.4. CERTIFIED TRAINER:**

Individual care for members, especially those who are looking for a Certified Personal Trainer, is crucial. This position demands personality, accessibility, and expertise in the design of a training program. Employ certified personal trainers who want to continue learning new techniques and tactics to help their customers meet their objectives (Andraea, 2019)

### **11.5. MAINTENANCE STAFF:**

This employment may be contracted out as a franchisee. Aspire international maintenance crew will nevertheless assist your gym in finding its finest, whether it fastens the locker tiles, polishes the basketball court, or replaces flashing lights for the fitness room. This role calls for a 'jack of all trades' — one that can investigate a problem and find a solution on the spot.

### **11.6. SERVICE TECHNICIAN:**

A service technician will save the day if the equipment breaks down during your hectic period. This position knows the inside and outside – or at least the service manual does not scare me. It is good for your service technician to recruit people with experience in electrical and mechanical equipment.

### **11.7. FRONT DESK STAFF:**

Aspire international Front Desk Staff must be competent, customer service-focused, and pleasant individuals because they will be your club's initial point of contact. Look for staff members who are passionate and who members look forward to seeing when they return to their jobs as the go-to individuals for member queries and issues.

### **11.8. MARKETING MANAGER:**

The Marketing and Extension Manager is responsible for devising campaigns and promotions to lure future members to your gym while also managing program communication. This role generates internal and external marketing campaigns for brochures, leaflets, advertising, and other marketing material. Hire someone with a creative mind and energy to market and sell the benefits of your gym.

## **12. ADDITIONAL FUNDS REQUEST:**

### **12.1. CERTIFICATION:**

Having a certified professional staff is a major bonus. Personal trainer accreditation ranges from \$500 to \$800 for each certification. Some of the certifications for exploration include the American Council on Exercise (ACE), the National Academy of Sports Medicine (NASM), the International Sports Science Association (ISSA) (NSCA).

### **12.2. INSURANCE:**

Insurance is a legal need, which is particularly vital for a gym. Aspire international will require general liability, compensation for workers, and a security bond as a minimum. The expectation is that prices will start at about \$12,000, while rates vary according to several circumstances (such as franchise situations).

### **12.3. POS SYSTEM:**

Aspire international needs to set up an Internet network, a point-of-sale system to take modern payment types, and appropriate gym administration software to guarantee things go

smoothly. Aspire international will have to spend \$550 to \$2,300 every year and usually two times the amount to get started, depending on the supplier and hardware level you choose.

**13. QUESTION NO 2:**

**14. PROJECT VIABILITY ANALYSIS:**

Project viability evaluation is a set of techniques that enables a project manager or decision- maker to determine if it is worth continuing the execution when cards are set against success (Chapman, 2017). Payback is a mathematical method for determining the reimbursement duration for an investment. The reimbursement period is the time it takes to pay the investment with the cash flow received from the asset or project. In colloquial terms, the 'breakeven point' is calculated. In general, the payback period is measured in fractions of years.

We must calculate the payback period to check how much time the project requires to pay back investors' initial investment and, after that, generate profit for investors. Let us assume there are about 130 million sales of tickets per year. Here price for each ticket is 1200 baht, and the initial investment is one hundred billion baht. So, payback period will be:

<b>years</b>	<b>cash flows (millions)</b>	<b>Column 1</b>
0	1000	1000
1	130	870
2	130	740
3	130	610
4	130	480
5	130	350
6	130	220
7	130	90
8	130	-40



	payback period	
	(years)	7.7

Based on the above analysis, the project is financially viable as it takes about 7.7 years to pay back the project's initial investment. So, railways can be built.

## **15. ADDITIONAL WAYS TO EARN INCOME:**

### **15.1. PASSENGERS AND MAILS:**

Trains hauling express cargo can deliver people and mail. It is a terrific way to get the money during the early gaming stage, but Thailand railway's income relies on their pace and distance between cities. The further and faster you carry their passengers, the more they will earn. The income in the scenarios taking place in the early 1800s will not be so substantial due to inadequate quality locomotives. Transportation of people is easy since you only need to find out where they want to go (if you chose to blindly construct links between locations, you would often earn your pay nonetheless) (if you decide to blindly establish connections between cities, you will often get your income anyways). You must establish separate connections for such trains so that other trains will not block them or slow them down on their way. Speed is a critical factor here.

By increasing the number of employees (engineers and stokers will raise the speed of your trains, while conductors and security guards will boost Thailand railways income) and attaching special railcars, you can increase your income (e.g., dining car). Thailand railways may want to consider whether it is better to invest in a train formation of passenger cars (8 railcars) or whether it is better to attach special railcars (for example, seven-passenger cars + 1 special railcar) to the train formation. Sometimes the difference will be barely noticeable, and it is preferable to convey more passengers (it makes the cities grow). Thailand railways will earn even more money if you have the fastest locomotive in a specific scenario and it completes its journey in record time (Zhang, 2020).

### **15.2. GOODS AND RESOURCES:**

It is the transportation of resources, consumer goods, and industrial goods that ensure the smooth operation of Thailand's railway company. Cities will require these items to develop, which will allow you to expand the breadth of your services and increase your income over time. Remember that Thailand railway's income is not affected by distance or speed - you will

always receive the same amount of money regardless of how far or fast you go. Cities, on the other hand, will have varying requirements for specific items. When a city grows, the demand for commodities will increase as well. Every 5.000 residents will permit you to deliver a new product to a specific location.

Check surrounding cities before Thailand railways convey any supplies. Some of them are used by the city directly (e.g., wheat, corn, or wood). So, Thailand railways earn money rapidly and contribute to urban development. If numerous industries can meet a specific city's requirements, two or three such companies and transport resources should be connected. This is particularly crucial for small towns, as demand at the outset will be minimal. Thailand railways automobiles are always filled, and you have the biggest income. Eventually, cities will flourish, and distinct train training courses will be prepared for various resources.

If more than one company can access the largest train stations (which cost \$200,000 and have four platforms), Thailand railways should build those. According to current demand, your train will automatically load the proper number of resources from one station. For example, if one is closer to the city, and the other is located further out, Thailand railways can build a straight line on their railways, and each station will be visited one by one by your train. In this approach, your train will automatically collect specified products and keep empty railways at other stations (only some railcars will be loaded on the first train station if you need resources from the second one).

### **15.3. USE ADDITIONAL PERSONNEL AND RAILCARS:**

Each train can employ employees in four positions. Railways are crucial for passenger trains and enhance revenue from express commodities (passengers and mail). Security guards will also boost Thailand railways revenue and safety (important when you, e.g., advertise your rail network). Stokers and engineers do not directly affect their income; however, your trains can run quicker and longer without you having to fix them. If you have a good relationship with your staff (green relationship arrows), they will get additional benefits. For joining your company, your employees charge you and receive a monthly salary.

Special trains might boost Thailand railway's revenues from passengers, mail, or food. Such a railcar needs to be added to their training, especially when low output and demand levels. In this approach, Thailand railways will lengthen their training and enhance your income marginally. The last available rail car will boost your trains' productivity and utilize all its potential when your train reaches the highest load capacity. Another railcar, on the other hand,

is a particular railcar that may have been filled with some commodities or resources. Bear in mind that it is not always the most lucrative solution to attach special cars and that you should not add them to every train you have.

#### **15.4. FACTORIES AND RANDOM EVENTS:**

There are additional ways to make money for Thailand railways, in addition to delivering products and passengers. These are additional revenue sources because profit depends on train networks and products being delivered. Each enterprise can be purchased, but only direct factories can be developed. Thailand railways can typically buy the facility at a bargain price when this happens. Auctions are made from time to time, and if some facilities do not do too well, the owner may ask you for support.

Moreover, it is cheaper to establish your factory than to buy an existing one. Transport is an essential component in both scenarios. Manufacturers (farms, mines, etc.) gain money by distributing their products, while factories bring raw materials and transportation of manufactured items. Whenever they work, it is desirable to buy factories (not necessarily by you). If Thailand railways or any of their competitors use, for example, a brewery, bring wheat, and sell beer to surrounding towns, those factories will always be profitable.

#### **16. CONCLUSION:**

In this report, I have analyzed the project proposal for multinational company Aspie international. I have given the three different scenarios; I have chosen the fitness and spa center. In the project proposal analysis, I have created the project budget and analyzed the different risks faced by Aspire international for the fitness center. Project completion times show that the project is viable. Some quality measures such as staff training and proper maintenance of gym equipment need to be maintained for better clients' services. I have breakdown all the significant members that should need to run the fitness center successfully. In the second part, there is a scenario of built a railway project in Thailand. Payback period analysis showed that the project is financially viable. I have proposed some other way of income to generate extra revenue for railway stations.

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