



**EUROPEAN
INTERNATIONAL
UNIVERSITY**



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialization:	Project Management
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT580: Project Management
Student's Full Name:	Mahmoud Yehia Mahmoud Abdalla Abou Kamil
Student ID:	EIU2020477
Word Count:	3730 words
Date of Submission:	04/07/2022

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE:

DATE:

04/07/2022

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 |
Email: paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 |
Mobile/WhatsApp: +33607591197 | **Email:** info@eiu.ac

Contents

Aspire International Corporation-Aspire Fitness Club and Spa	2
• Project Budget	2
• Risk Analysis	4
• Project Completion Time	5
• Quality Control Measures	6
• Team Member Breakdown	7
References	9
Thailand Railway Project	10
Positive Aspects of the Project	10
Additional sources of revenue	12
References	13

Aspire International Corporation-Aspire Fitness Club and Spa

As part of this concept, the Aspire Fitness Club and Spa, a membership-based fitness and wellness facility, will operate in the near future. Health and fitness have been more popular throughout the years. Increasing numbers of individuals are becoming aware of their health and attempting to lead a healthy lifestyle. According to a CAGR of 3.86 percent, the Nordic health business is expected to reach US\$3.13 billion between 2020 and 2024. An growing population, an increasing rate of conditioning penetration, rising lifestyle-related disorders, and an increase in economic development have all contributed to the rise of the sector. Many notable developments in the market include increasing digitization, rising millennial payments, and an increase in government and activity level efforts. Because of inaccurate information regarding fitness and nutrition recommendations, however, industry growth is likely to be stifled.

- **Project Budget:** An investment of around 0.8 million Euros will be needed. This will cover a variety of one-time expenses, such as rent, utilities, equipment, certifications, licenses, and permits, as well as legal and administrative expenditures. It will also cover insurance, building upgrades, computer network upgrades, and marketing expenses. Depending on the perfect location and size of our fitness facility, as well as whether or not we want to lease or own the building, this specific expenditure will vary greatly. Other than space for equipment and weights, we could wish to include space for cardio, spin or yoga classes.. Additionally, we may provide rooms for people to store their belongings, extended baths, or even a sauna. In most cases, you'll want to do a thorough comparison of business sectors in the location you're interested in before making a final decision.
- With this pricing range, we have a wide range of options when it comes to how many and what kind of things we desire. Look around, and don't forget that we'll normally

receive a discount if we acquire a whole set of the necessary equipment.

- Permits and licenses - local jurisdictions dictate what permits and licenses we need. Ensure that you look into a company's license and any other relevant documentation immediately.
-
- Conformity provides the security and well-being that is required. We must keep in mind which permissions and licenses are required throughout the process.
- We may need professional assistance with negotiating the lease, finishing the house sale, or just wrangling with the necessary permits and licenses for the gym. Authorized and processing expenses. Charges vary depending on what legal documents we need to get (Certificate of Incorporation, Business License, Business Plan, Non-disclosure Agreement, Memorandum of Understanding, Operating Agreement, Employment Agreement, etc.).
- Insurance - insurance is a legal need, especially for a gym. As a minimum, we'll need to have a responsibility, workers' compensation, and a surety link. The cost of a service might vary depending on a variety of factors (such as franchise situations).
- The cost of construction improvements and renovations may or may not be necessary for us, depending on the specifics of our situation. Even if it hasn't been done yet, we'll perform the bare minimum to get the structure and code in place. Don't forget that renovation costs add up quickly, so don't skimp on them.
- In order to accept modern payment methods and an appropriate fitness center management software to ensure things move well, we'll need to set up an internet networking and a point-of-sale phone system. We will have to spend a lot of money depending on the level and the supplier of the gear we choose.
- Here's your opportunity to be creative with your signage. You may expect to pay at

least twenty Euros for proper fitness facility signs, but you can even spend a lot more.

- Uniforms for employees are an added cost that is often on the higher side. For a fitness facility, though, simple workout attire and t-shirts with the company emblem may predominate. We need some consistency in our workers' closets, but this is not necessary.
- Towels, chairs, and other basic amenities are expected by customers who visit our fitness facility, therefore we must have them on hand.
- Items - don't overlook the opportunity to provide customers both products and services. Aside from clothing, you may want to consider nutritional supplements, protein smoothies, and powdered clean protein.
-
- Water, for example. Just make sure we don't go over our allocated expenditure limit.
- To entice potential consumers, we'll use advertising and promotion to publicize our arrival. In order to recruit, you may spend a lot of money on a traditional advertising campaign or go guerilla and plaster signs in high-traffic areas.
- Responsive web design - every modern business needs a presence on the internet.
- We'll need some working capital and a few cash reserves to cover the costs of running the business on a regular basis.
- (Barker,2013)



- **Risk Analysis:** For both health clubs and members, Sweden is a fast-growing market. This is due to the increasing interest in fitness and health amongst locals as well as the rapid urbanization in Sweden. Additionally, the number of millennial and baby boomers signing up for gyms is on the rise due to the increasing number of younger people. While Denmark and Norway also made significant contributions.
-
- as a result of factors such as an increase in single-person households, an increase in the number of health clubs and fitness centers, an increase in the number of people who are interested in health and fitness, an increase in spending on healthy lifestyles, and an increase in occurrences and fitness pursuits of lifestyle-related problems People in Sweden are becoming more and more health-conscious, which means that the risk of

starting a fitness chain and offering a membership-based service is minimal..



- **ProjectCompletion Time:** The first center may be operational in a year and a half from the start of this project. On the basis of demand, more centers might be established. The greatest place to begin is in Stockholm. Fitness centers are in great demand in this area. In this regard, the northern part of Sweden has certain issues. Many gyms in the northern hemisphere experience slow business during the summer months. The number of people seeking sanctuary from the cold weather by working up a sweat at your facility is decreasing as the days get longer and the temperatures increase. Today, imagine how tough it will be to get through it.
-
- Regardless of the fact that the winters had almost twenty-four working hours of darkness and the summer months had a time in which the sun never sets. Consequently, the northern regions of Sweden should be avoided at all costs. (Londos,2010)

- **Quality Control Measures:** Every month, several quality control steps must be conducted to guarantee that the gym is running smoothly and that all of its components are in good working order. In order to maintain the level of quality, it is necessary to conduct regular inspections and examinations. In addition, the various monthly fees and expenditures will be an important aspect of this plan.
-
- As long as we're renting or purchasing the space, there will be a monthly fee in the form of an amortization of our mortgages or leases. The final cost of the building or the amount of the mortgage will have a significant impact on the costs, as will the factors listed above.
- To begin, insurance premiums must be kept, updated, and paid annually to ensure that they are included into our annual spending budget costs.
- Many permits, including those for compliance, include repair fees. Make sure to check with the area where we are located for more information.
- The center's equipment may be leased, but if we do, be sure to set aside money for the monthly lease payments. Depending on the kind and number of products we're leasing, the cost will vary.
- A fitness facility uses a lot of electricity, especially if it is open 24 hours a day, seven days a week.
- It takes a whole day to fix and maintain gym equipment as well as the vehicles that transport it. Make sure we take into consideration the costs of regular maintenance and upkeep.
- It is essential that a fitness center's cleanliness and sanitation be maintained at all times. Among the supplies we'll need are brooms and laundry services as well as cleaning supplies like bleach and toilet paper.

- Internet and phone programmer - the buyers of us will appreciate free Wi-Fi. '
- (Barker,2015)
-
- According to one's talents and competence, a worker's salary might vary greatly. Make sure we have a few weeks' worth of payroll on hand before we begin, since it may take a while for us to start making money.
- As our wages fluctuate, so do our payroll expenses, whether they be for self-employment or for the company version of ourselves. Make sure we take into account the unique circumstances of our workers and ourselves when determining the costs we must pay. Take into account the fact that they are typically required to be reimbursed on a quarterly basis.
- As a result, we'll be looking for a charge card processing company that has a fee that falls inside a certain percentage of our expectations. In addition, we'll have to factor in any PCI compliance fees that come up. Accordingly, a lot of fitness clubs reduce transaction costs by reducing the number of transactions they produce. Since members spend money every month, list items may be included directly into membership rates.
- Our advertising campaigns will continue to be a cost for us if we want to help make them a long-term investment. The return on investment (ROI) of different advertising tactics must be calculated taking into consideration our unique online business model.
- In terms of legal and professional fees - this is an ever-changing expense, since it depends on our unique online business model and the conditions. Simply consider whatever professional services, such as accounting or even authorization, are available.
- Unexpected expenditures - even with the most meticulous planning, we'll never know what surprises await us. In general, it's a good idea to set aside a little amount of money for unexpected costs. (Larsson,2009)

- **Team Member Breakdown:** We'll require marketing and finance/accounting staff for the fitness facility. There will be a focus on marketing, sales, advertising and branding for the fitness facility. The marketing team will need no more than three individuals. To keep track of the center's finances, a finance and accounting staff will be required. That'll be plenty for two individuals. In this case, just one individual will be involved.
-
- Responsible for all legal and regulatory matters. We'll want the services of a vendor that can provide us with the equipment and assist us in maintaining it. There will also be a need for two trainers to assist the consumers. If someone is searching for a personal trainer, one more trainer will be available on a contractual basis.
- **Additional Fund Request:** In the beginning, there is no need to ask for more funds, since the funds supplied seem sufficient for the project's successful completion. We may determine to distribute more cash if the need arises during or near the completion of the project. In the event that more funds are needed, a buffer reserve should be established. In addition, funds must be distributed in a manner that allows for monthly costs. Bringing a project in on time and on budget was the exclusive focus of the Project Manager. The scope of the Project Manager's responsibilities is widening in today's rapidly changing world. Since more and more organizations are basing their decisions on estimates, Project Managers must have a keen understanding of cost considerations. Projects must not only be completed on time and under budget, but they must also contribute to the long-term financial success of the organization. Understanding the company's cash flow cycle and how each project fits into it is essential for Project Managers who see jobs as enterprises. The financing phase begins when a firm secures

the financial institutions and investors' funds necessary to launch an internet business. When a company spends this money on the people and equipment it needs to grow, it immediately enters the Investing Phase. The firm is now in the Operating Phase when it begins to use cash produced by operations and new capital. Finally, the company pays interest on loans or even returns a dividend to shareholders in the last or even Returning Phase. Because of the plight of shareholders, balance is an important consideration throughout the task management process. Project managers should keep in mind that in the end, the firm belongs to the shareholders, and plans play a significant role in creating value for those owners. According to a recent study, organizations that generate more shareholder value tend to perform better and have a higher growth rate than those that do not.

- Aspire International Corporation has submitted a plan to establish a health and fitness facility in Sweden.

Project: Thailand's Railways

In the north of Thailand, between Bangkok and Chiang Mai, a high-speed rail system is being planned by Thailand. But Gen. Prayut, Thailand's prime leader, wants the project to be as cheap as possible, and he doesn't want the train tickets to cost more than 1,200 baht. This project is anticipated to cost 100 billion baht. This is a really significant undertaking. More than you'd expect

From Bangkok to a location in the north where many people fly, there was business travel.

. Customers will flock to the train if high-speed rail lines are built. Trains should be constructed.

Bringing in high-speed rail technology from Japan is a further reason to pursue this project.

Other high-speed rail lines can be built around the nation using this technology. In addition to being less expensive than flying, the 1200 baht ticket price will entice more individuals to use this service. This investment selection will have a positive influence on your life as well as tremendous benefits. Skill Road from Japan to ASEAN countries, a new Skill Road from Japan to ASEAN nations that creates and maintains job and mobility for people in small urban as well as rural areas, enhances property values as well as larger financial endeavors are only some of the benefits of these projects. A competitiveness country is promoted by it. (Thai Post, 2014)

However, the rail development challenge will have costs and negative effects in addition to the positive ones, just as there are good ones. Thailand has to invest some money to upgrade its ageing trains to newer models. To put it simply, infrastructure spending includes everything from maintaining and constructing the road to ensuring electricity is provided to as well as signaling mechanisms, locomotives are controlled and targeted traffic is controlled by means

of various instruments, as well as so on. Prior to initiating industrial activity, building costs are spent (except inside the situation of series extensions or maybe improvement of the current network). Thai rail development has a positive influence on the environment in spite of its negative effects. In addition to harming our environment, they will produce problems for air organic internet resources. Next, the economic crisis will have a devastating effect on train expansion plans. It seems that a small number of property developers with strong ties to the federal government have also acquired the land via which railway collections would be effectively transferred in order to maximize the gain from expropriation and, finally, the abuse of public funds. Rail development plans in Thailand include a number of pros and disadvantages. It's a matter of life and death! Saving money but yet feeling at ease despite differences in time, scope, size, aim, and so on, most sectors and enterprises still need face-to-face connections.

(Meng,2015) regardless of whether an organization is discussing service production, trading, or manufacturing; face-to-face interaction is essential.

Relationships with customers and suppliers are essential for acquiring and promoting products, negotiating terms of sale, and signing contracts. There is still a large need for face-to-face interactions and business trips in the learning and R&D markets, in the broadest meaning of the term. (Tauch, 2013) Face-to-face interaction is becoming more important as more and more employees are involved in the creation of software, the creation of knowledge, or the comprehension of management responsibilities, and they have a lot of education, often at the college level. (Manakorn, 2013) We should also point out that improved telecommunications and the widespread use of computers, other sorts, and cellular phones based on information technology have made it simpler to organize business conferences, as well as to book tickets, hired cars, and conference places. Consequently, we may expect conditions favorable to online business trips and in-person meetings to become an important state for financial integration in today's economic environment. Finally, we can say that progress on transportation infrastructure is just one factor limiting programmer generation's inclusion to geographical places that may be considered practical from a time perspective. (Blum, 1997)



Extra revenue streams: The planned railway will be able to generate additional money by

offering ancillary services such as meals. The railroads may make more money by charging for meals and drinks. Various railway assets may be used for advertising purposes. Advertising may be a significant cash generator. There are several ways to increase income, such as forming strategic alliances and business collaborations. This project should be undertaken in light of the above considerations. (Ma, 2011)

References:

- Annerstedt, C. (1991). *Idrottslärarna och idrottsämnet* [Physical education teachers and the subject of physical education] (PhD diss). Gothenburg: University of Gothenburg.
- Annerstedt, C. (2008). Physical education in Scandinavia with a focus on Sweden: A comparative perspective. *Physical Education and Sport Pedagogy*, 13, 303–318. doi:10.1080/1740898080 2353347
- Bailey, R., Armour, K., Kirk, D., Jess, M., Pickup, I., Sandford, R., & BERA Physical Education and Sport Pedagogy Special Interest Group. (2009). The educational benefits claimed for physical education and school sport: An academic review. *Research Papers in Education*, 24 (1), 1–27. doi:10.1080/02671520701809817
- Barker, D., Quennerstedt, M., & Annerstedt, C. (2013). Inter-student interactions and student learning in health and physical education: A post-Vygotskian analysis. *Physical Education and Sport Pedagogy*. Advance online publication. doi:10.1080/17408989.2013.868875
- Barker, D., Quennerstedt, M., & Annerstedt, C. (2015). Learning through group work in physical education: A symbolic interactions approach. *Sport, Education and Society*, 20, 604–623. doi:10.1080/13573322.2014.962493
- Bourdieu, P. (1990). *The logic of practice*. Palo Alto, CA: Stanford University Press.
- Carless, D., & Sparkes, A. C. (2008). The physical activity experiences of men with serious mental illness: Three short stories. *Psychology of Sport and Exercise*, 9, 191–210. doi:10.1016/j. psychsport.2007.03.008
- Crum, B. J. (1993). Conventional thought and practice in physical education: Problems of teaching and implications for change, *Quest*, 45, 339–356. doi:10.1080/00336297.1993.10484092

- Dowling, F., Fitzgerald, H., & Flintoff, A. (2012). Equity and difference in physical education, youth sport and health: A narrative approach. London: Routledge.

- Engström, L.-M. (2008). Who is physically active? Cultural capital and sports participation from adolescence to middle age – A 38-year follow-up study. *Physical Education and Sport Pedagogy*, 13, 319–343.
 - Kirk, D. (2010). *Physical education futures*. London: Routledge.
 - Kirk, D., Nauright, J., Hanrahan, D., Macdonald, D., & Jobling, I. (1996). *The sociocultural foundations of human movement*. Melbourne: Macmillan.
 - Larsson, L. (2009). *Idrott – och helst lite mer idrott [Sport – And preferably more sport]* (PhD dissertation). Stockholm: Stockholms universitet.
 - Liljekvist, Å (2013). *Rum för rörelse [Space for movement]* (PhD dissertation). Stockholm: Stockholms universitet.
 - Londos, M. (2010). *Spelet på fältet [The play on the field]* (PhD dissertation). Malmö: Malmö högskola.
-
- American Public Transportation Association. 2010. *Public Transportation: Moving American Forward* : American Public Transportation Association. 1-11.
 - Andersson A.E, Stromqvist U. 1988. Creativity and regional development. *Papers of the Regional Science Association, Basic Theoretical Developments*. 5-20. doi:10.1007/BF01887900
 - ASEAN Secretariat. 2014. *Master Plans on ASEAN Connectivity: Association of Southeast Asian Nations*. 1-91.
 - Bangkok Post. 2014. High-speed train gets go ahead. Retrieved from 27 May 2015, <http://www.italtrade.com/countries/asia/thailand/news/60931.htm>
 - Bangkok Post. 2015. Thai-China railway to start this year. Retrieved from 27 May

2015, <http://www.bangkokpost.com/learning/learning-from-news/457230/thai-china-railway-to-start-this-year>

- Blum, Ulrich., Haynes, K.E., and Karlsson, Charlie. 1997. The regional and urban effects of high-speed trains. *The Annals of Regional Science*. 3 (2): 1-20.
- Brechr, A., Sposato, J. & Kennedy, B. 2014. Best Practices and Strategies for Improving Rail Energy Efficiency: Research and Innovative Technology Administration: 3 (2): 1-98
- Chankosal, Tauch. 2013. The Singapore Kunming Rail Link: PEI Ltd. : 1-11.
- Corruption Perception Index. 2015. Transparency International Corruption Perceptions Index 2015: Transparency International the global Coalition against Corruption. 1-20
- Eddington transport Study. 2011. Transport works for growth and jobs: the voice of urban transport: 1-28 cited in Urbachina. 2013. Kunming – a strategic “bridgehead city” facing Southwest Asia. Retrieved May 27, 2015 from <http://urbachina.hypotheses.org/4289>
- ERIA Study Team. 2010 Current Status of ASEAN Transport Sector. Retrieved June 3, 2015 from <http://www.eria.org/Chapter%203.pdf>
- IAI Project Formulation Workshop. 2002. ASEAN Connectivity. Retrieved June 3, 2015 from <https://www.usasean.org/system/.pdf>
- Ma, Shuai. 2011. The Impact of the High-Speed Rail Station on the Urban Form of Surrounding Areas, Master Thesis, University of Cincinnati, USA.

- Mekprayoonthong, Manakorn. 2013. Thailand's Opportunities and Benefits from Transport and Logistics Infrastructure Developments in the Advent of the ASEAN Economic Community, Independent Study of MA in Diplomacy and International Studies, Rangsit University, Thailand.
- Meng, Edward. 2105. High Speed Rail is Popping up all over the world. Retrieved June 12, 2016 from <http://www.citymetric.com/transport/high-speed-rail-popping-all-over-world-heres-why-thatsgood-thing-1282>