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COVER PAGE AND DECLARATION

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Table of content

1. First assignment: Project proposal.

- A. Introduction.
- B. Project budget.
 - 1. Project description.
 - 2. Project Capacity
 - 3. Project working capacity
 - 4. Project Cost
 - 5. Notes.
- C. Project risk analysis.
 - 1. Legal Risk
 - 2. Political risk
 - 3. Risk of civil works & buildings
 - 4. Risk of purchased and installed equipment's
 - 5. Risk of the workers
 - 6. Risk of inventory
 - 7. Risk of management collusion
- D. Projected competition Times.
- E. Quality control measures
- F. Project team member breakdown.
- G. Additional Fund request

2. Second assignment:

- A. Introduction.
- B. Project cost.
- C. Additional ways for the proposed railway to earn income.

3. References.

First Assignment: Project Proposal

Introduction:

Aspire International Corporation is a multinational corporation based in Sweden and looking forward to expanding its business with a strong step by diversification of its portfolio resources.

Diversification is a risk management technique which is used to reduce risk in the event that ventures distributed between different monetary rebellious, businesses, and other categories to maximize returns by contributing in several zones that would each respond in an unexpected way to the same occasion.

And so, Aspire Hometown Food Market, an all-organic natural food store is the best choice to go with which will have two different markets.

As the market is city square or other spacious site where merchants set up booths and buyers looking forward their needed merchandise while shop is an establishment that sells goods or services to the public originally a physical location, but now a virtual establishment as well which will have the advantage of normal and organic.

The application of such an expanding works requires the greatest possible co-operation between all corporate divisions and specialists as well as a great deal of multidisciplinary.

The more project work becomes important for affected organizations, the less traditional management and organizational concepts will be successful, and it needs a perfect network to be the basis for scheduling budget, equipment, labor, communications, estimated time consumption and the beginning and end dates.

Clear tasks must be used to show the beginning and the ending of the project. The project network is a plan which must support the workflow in the project. Everybody must know what his part and task in the project is. To show the beginning date is extremely important because it shows the project team members that they must meet the goal of the project with the start of a new activity. It is also extremely important to define the end date. The defining of the beginning and ending tasks has to do with the controlling of the project and the definition of dates, which have to meet while the project is proceeding.

Project Budget:

A project budget is known as the total projected available resources assigned for a specific purpose of the venture for a particular time. The budget management task is to control all extended costs inside the endorsed budget (projected expense or profit) and meets the anticipated venture objectives on time.

The successful project is the one that meets exact three criteria successfully:

1. If project's scope delivered as scheduled.
2. If the project prepared as budgeted.
3. If the project meets the quality expectations of owners, beneficiaries, or sponsors.

So, project managers will be truly successful if they concentrate on meeting all those criteria.

Project budgeting will be carried out on the starting stages of extended arranging at project planning and as a rule side by side with the development of the venture plan.

Associated budgeting steps are very dependent to both estimated tasks length and the assigned resources to the project.

The budget is the mechanism to control the actual cost and compare with and measure against the budgeted plan. It is usually a pretty set parameter within the execution of the project. Variance will occur when the executed expenses begin to slip in compare with the scheduled project cost, cost is relatively affected and project costs start to heighten, then project manager must return to the venture Plan to decide if the budget, scope, or schedule needs an adjustment and proper actions.

A. Project description: Food Market and All Organic Food Store.

B. Project Capacity: 100 Ton of each normal and organic food to be available for customers.

C. Project working capacity:

1 st year: 50%	2 nd year 65%	3 rd year 80%
4 th year 95%	5 th year 100%	

D. Project Cost:

A. Land Cost: will be amounted to	Euro 250,000
B. Civil Works & Buildings:	Euro 450,000
C. Elevators	Euro 200,000
D. Staff accommodation:	Euro 50,000
E. Wages	Euro 100,000
F. Parking	Euro 32,000
G. Fixed Assets, equipment, and others as the following:	
1. Fridges	Euro 150,000
2. Air conditions	Euro 150,000
3. Computers	Euro 100,000
4. Cashier machines	Euro 20,000
5. Office furniture	Euro 50,000
6. Accommodation furniture	Euro 30,000
7. POS machines	Euro 10,000
8. Selling software system	Euro 20,000
9. Online selling system	Euro 5,000
10. Gateway bank system	Euro 5,000
11. Coding system	Euro 5,000
12. CCTV camera	Euro 30,000
13. Home delivery system	Euro 10,000
14. Fruit stand and other	Euro 5,000
15. Packing machines	Euro 10,000
16. Staff uniform	Euro 30,000
17. smart LED screens	Euro 10,000
18. Smart parking system	Euro 8,000

19. Sound system	Euro 10,000
20. Stationary	Euro 10,000
21. Kitchen equipment	Euro 20,000
22. Maintenance equipment	Euro 100,000
23. Carts	Euro 20,000
24. Auto cashier (self service)	Euro 90,000
25. lifting machines	Euro 20,000

Total amount of Fixed Assets, equipment, and other Euro 918,000

Total project cost amount to Euro 2 million.

Notes for project cost procedures:

1. All contractors work must be insured by insurance policy before starting the works.
2. All advance payments to contractors should be insured by a bank grantee letter or undated cheques.
3. Insurance policies must be there for each component includes (building and other contents) once the work has been finished.
4. Staff insurance (fidelity and WC) must be there before coming to work site.
5. Money insurance should be there based on the expected daily sales and collections.
6. All cost of insurance policies mentioned above are not included in project cost and need extra funds to complete the project and secure the operation cycle before starting the work.
7. All cost sectors will be allocated equally between the two projects.

E. Project risk analysis:

Project risk is known as expectations of loss or unexpected events threaten the project operation and financial cycle.

Project risk is different form the operation risk which are bot not covered in the analysis.

A. Legal Risk: which includes all the ownership documents for the new purchased properties that needs to be check and verify carefully and registered in the governmental institutions to save the company rights. Also, any signed agreement must be reviewed by head of legal department or the assigned lawyer.

B. Political risk: which have the following types:

- Confiscation: Confiscation defined as a situation on under which a government forfeits a foreign investment and so it is a big risk of loss.
- Expropriation: Expropriation is to deprive a person of (their private property or projects) for public use.
- Nationalization.
- Blocking of Funds.

C. Risk of civil works & buildings: which includes all executed works, working labours and money paid to contractors as per the signed agreements with each part.

1. Work agreement: a clear work agreement must be reviewed carefully by head of projects, head of finance and head of legal and finally by the authorized signatory to save the company rights against any contract violations or incomplete works and to ensure application of the agreed time work schedule as the time is very critical.
2. Construction's risk: to avoid any risk in the executed work, its highly recommended to obtain an insurance from each contractor before starting the work.
3. Working labour: an insurance for all workers in the site should be provided before letting the worker come into site to protect him and the company form the work risk responsibility.
4. Contractor's payments should be proceeded after confirming the done works through though payment certificates approved by contractors, supervisor, site engineer, inspector and finally the project manger.
5. Advance payment to contractors or suppliers should be guaranteed and covered with the same amount though postdated or undated cheques or bank grantee letter.

D. Risk of purchased and installed equipment's: which includes internal and external parts:

1. Internal risk:

- A.** working labours which are using the machines and equipment that must be insured by insurance policy against the work risk for each different stage.
- B.** Each employee must have First aid training courses before work to protect him against the used equipment risk.

2. External risk: which includes the maintenance, system errors and other

- A.** A grantee agreement must be provided by the seller of each equipment for the longest possible time to avoid any damage parts or system errors and other factory errors.
- B.** The agreement should be reviewed by head of projects, legal, finance to ensure the company rights.

E. Risk of the workers: which must be covered by insurance policy for the below types:

1. Fidelity Guarantee insurance.
 2. Money Insurance.
 3. Work compensate insurance.
- F. Risk of inventory** which must be covered by inventory insurance policy by the average value available in the stores.
- G. Risk of management collusion:** include everyone working in the project administration and top management which must be avoided and covered by the following:
1. Segregation of duties which must be cleared mentioned for each job description to avoid any conflict of interest.
 2. Project framework policy must be cleared and reviewed by top management and owners.
 3. Insurance policy covers the following:
 - A. Insured Persons may seek full compensation from the Insurer for financial losses (including pre-claim costs) resulting from claims (including investigations) made against them, except to the scop that the Insurer indemnifies such Insured Persons.
 - B. Insurer will cover the projection Financial Loss of the Company that results from a Claim (Investigations of Insured Persons should be included) made against an Insured Person (including an Outside Entity Executive), but only to the extent the Insurance Company has indemnified that Insured Person.
 - C. Insurer will cover Financial Loss (including Pre-Claim Costs) of an Outside Entity Executive that arises from a Claim (including Investigations of Insured Persons) against such Outside Entity Executive.
 - D. An Investigation Cost of a Director or Officer arising from an examination into the Company affairs will be paid by the Insurer. Coverage for US Investigations into the company's affairs will be subject to the appropriate Sub-Limit of Liability for such coverage.
 - E. The Guarantors would possibly pay the Removal Costs of a guarantor character rising from a removal claim.
 - F. An Insured Person's insurer is liable for the following expenses: (1) Protection Fees of Asset and Liberty (2) Bail Bond Fees; and (3) Prosecution Costs.
 - G. An insurer will pay the restoration of personal reputation expenses of the Insured Person (and the Insured Person's Financial Losses, to the extent covered by this cover); provided the Insured Person's additional liability limit is not exceeded.
 - H. The Insurer will cover the Crisis Communication Expenses of the Company, subject to and not exceeding the additional limit of liability of this cover.
 - I. If a Claim is made against a Non-Executive Director, the insurer will pay the Financial Loss incurred by such Insured Person up until and not exceeding the additional limit which will be agreed upon in the policy.
 - J. Derivative Demand Investigation Costs of the Company which ends up from a Security Holder Derivative Demand; concern to this Cover's relevant Sub-Limit of Liability for all such quantities combined.

F. Projected competition Times:

Our project competitive advantage is to serve the whole market and have the biggest possible mark share by selling the organic and non-organic food with a big store to have the various stock to meet the customer's request on time at their place as the following:

1. Well established web site with a very attractive design.
2. Online orders system.
3. Online scheduled future orders.
4. Online payment gateway system.
5. All types of payments (cash, electronic cards, visa, ...etc).
6. Large number of shopping carts.
7. Professional cashiers with latest version computers and tools.
8. Self-services cashier machines.
9. Car through services.
10. Free home delivery services.

So as mentioned clearly above the target is to be the first integrated food center in the country with the latest competitive tools and to be number one in the local market and in the future international markets.

G. Quality control measures:

Quality assurance of the provided services is what keeps our store the first to come up on customer mind and so to survive and grow up more and more it needs to evaluate the quality of the different processes involved in a project against the standards of the organization or on the competitive requirements.

Quality measurement tools:

- Supervision and direction to the venture team.
- Permanent quality affirmation committee.
- Regular (week by week or month to month) venture status reports to the venture sponsor/steering committee.
- Chair chance and alter control committees (on the off chance that pertinent for a project).
- Attend controlling committee gatherings and get ready supporting materials with the extend sponsor.
- Execute extend administration forms: hazard, issues, alter, quality, and report management.
- Ensure extend arrange, plan and budget are up to date; identify and oversee variances.
- Daily irregulars check up to the different working cycle.
- Customer's fulfillment surveys.
- Hot line to get the client complaints or recommendations on time.

H. Project team member breakdown:

The team member breakdown will be as the following:

1. Project board:
 - A. Executive management members (internal).
 - B. Head of project consultant (external).
 - C. Owner or owner representative. (Head of Board).
2. Under project board: (Project committee)
 - A. Senior project director (Head of Committee – reporting to project board)
 - B. Project manager.
 - C. Finance Director.
 - D. Procurement Director.
3. Under project committee (executive teams):
 - A. Engineering team (reporting to project manager) contains:
 - Senior constructions engineer.
 - 3 project engineers.
 - Senior design engineer.
 - 2 site surveyors.
 - Secretary.
 - B. Finance team (reporting to Finance director) contains:
 - Chief Accountant.
 - Senior accountant.
 - 2 Accountant.
 - Secretary.
 - C. Procurement team (reporting to Procurement director) contains:
 - Senior procurement specialist.
 - 2 Procurement officers.
 - Secretary.
 - D. Consultant team (reporting to Head of project consultant (external)) contains:
 - 3 external consulting engineers.
4. Support services (reporting to Procurement director) contains
 - HR specialist.
 - Secretary.
 - Office boy
 - 3 cleaners.

I. Additional Fund request:

1. For Insurance policies mentioned above which are very important to secure the project process.
2. Consulting fees which are also not covered in budget and deadly needed.

Second assignment: High speed railway project

Introduction

Establishing a high-speed railway project is very important step in the development way to facilitate the tourist's movement between Bangkok and Chiang Mai which take by bus around 12 hours around 751 km daily. Most buses to Chiang Mai depart from Bangkok's Mo Chit Bus Station (the Northern Bus Station) and arrive on the Arcade Bus Station.

The same also with the normal railway which takes around 13 hours, and the plane takes 1.5 hour.

While scenic and more comfortable, the existed used railway is the slowest and cheapest form of transportation in Thailand and although delays and even occasional breakdowns happen, train travel is still safer than traveling by bus, which raise the deadly need to establish the high-speed railway in Thailand.

Project cost:

The estimated given cost is around Baht 100 billion and the suggested ticket price should not exceed Baht 1,200 per ticket.

Chiang Mai recorded 100 billion baht in pay from 10.8 million visitors in 2019, of which 70% were Thais and 30% non-natives. Each year, when the cold winds begin to blow, the northern territory gets to be one of the busiest goals for local people.

So, if the maximum projected price Baht 1,200 multiplied by 10.8 million = Baht 12.960 billion.

The breakeven of the construction cost will be reached after 7.7 years if the operational cost and occasional events were not considered such as Covid 19 impact.

The ticket collection cannot be the only source of revenue to cover the cost of construction, operational expenses, general and administration expenses, and the other needed expenses.

Their must be other sources such as logistic, marketing and advertising activities and pantry services and others which must be cleared in a detailed operational plan since the ticket price cannot be increased any more.

Additional ways for the proposed railway to earn income:

1. Increasing the railway stations to be 5 instead of 2 so the chance of replacing the passengers can increase.
It will not be a one trip; the ticket price will not change but the customer has the choice to tale the full trip and complete till last station or to go in short trip.
2. Advertising plan:
 - A. LED screens in each station to be distributed inside and outside available for rent.
The screens should be in a strategic area so more rent price can be requested easily.
 - B. Advertising package for the LED screens will increase the price if carefully selected from the most important brands.
 - C. LED screen long term contracts should have more prices.

- D. Small screens in the station's bathrooms to be available for rent.
 - E. Advertising hanging banners for rent.
 - F. Open space to be well organised as two sectors passenger's area and commercial area for rent to kiosks and other promotional events.
3. New entity for the railway should be established and registered as a shareholding company.
 4. Under the shareholding company a new advertising agency will be created as a subsidiary which will have the exclusive rights to use and rent all the available tools in the project along with other outside places that it acquires.
And the governmental entities also should sign an inclusive contract with the new agency by the support of prime minister.
So, the agency will have a special competitive advantage in the market, it can work as an independent entity
 5. A small residential units should be constructed in each station to be available for the visitors not only the passengers.
 6. Pantry services should be there in all trips which is not covered by the ticket price, so customer should pay for the extra services.
 7. New Food catering company should be established as a subsidiary and should have an exclusive contract to provide the pantry service in all trips and can have an outside business to increase its income and by the way the parent income.
 8. New hotel management entity should be established as a subsidiary which should have an exclusive contract to manage the constructed residential units and can have an outside business also.
 9. A special parking area should be available on each station for passenger's pickup or drop to.
Tariff should be applied on each transportation come in the station.
 10. A new transportation entity should be established as a subsidiary and should have the only exclusive right to manage the transportation move in all stations.
It can also provide
 - A. The VIP and normal transportation services for the passengers after the trip or prior such as customer pick up services.
 - B. cars for rent for tourists with all grantees that must be provided by customers.
 - C. Arrange touristic tours in cities
 - D. Have more outside activities to increase its income.
 11. Social campaign for all citizens to participate in the development of their country national projects which will have a feed back benefit to everyone.
 12. As a public company it can issue a bond for 10 years to cover the construction works cost with a low rate as apart from the social call campaign (at least 80% of total construction cost).
So, they will have their money back with a small rate of return.
Financing the project using the internal debt denominated in Thai baht will be supported by the current Thai government.

If the project established as a group of companies as mentioned above, it will decrease the breakeven time to recover the spent cost.

Usually, governments generally tend to launch excellent information over terrible information. If the authorities determined to launch headline figures of the probable financial price due to the fact this is right information in comparison to the evaluation that it chooses to withhold, then this challenge may want to definitely be terrible information for Thai residents if it's far launched one after the other with out the above cautioned challenge package.

The money lend from the public people (citizens) will increase the available fund to grow up in a short time and will create the spirit of national and social responsibility for everyone as good new challenge for better life.

Such a tasks must have a large plan as it's far taken into consideration as an infrastructure tasks for the lengthy stay of the approaching generations.

It should be always in a very best condition and up to date which will not happen if we plan to recover the spent cost only.

The plan target should be profit for development and contribute to the country Civilization movement.

The project can be extended to cover the whole country across the borders to Vietnam and then China which is a good step to construct a commercial high-speed railway to facilitate the trade exchange and so new very good source of funds.

Association to Vientiane could be a key course that might advantage Thailand's economy, lessening exchange costs and raising arrive values.

At a national level, Thailand's macroeconomic figures appear to bolster – or at slightest are not at chances with – the positive see of the extend at the worldwide level. Without a doubt, Thai mediators show up to have fared well in their BRI transactions, especially compared with a few other nations.

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