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COVER PAGE AND DECLARATION

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1- project proposal for Aspire Corp:

Introduction

Taking a look at the current global situation, we will see that at any moment the society will be under threat of closing due to a pandemic like COVID 19, so the fitness club project will be an adventure and risky, furthermore, the looming global food crisis due to the Russo-Ukrainian war, the increase in oil rates and then people's tendency to healthy life style, so it would be more effective to go with project of organic food store. There are only some shops where organic food is available, so it will be a worthwhile investment with weak competition, and the ability to sell the products through online shop.

Sales of organic food and drink in Swedish retail grew by 340 million SEK during 2020. This equates to an increase of 3.5%, shows new statistics from Nielsen.

The recent sales statistics show – as opposed to previous assessments – those sales of organic food and drink in fact increased during 2020. There was significant growth in Swedish organic, as well as KRAV-certified products. Growth per organic category according to Ekologiska Lantbrukarna's new report "Svenskt Ekoindex".

The store will include all natural and organic food such as fruit, vegetable, all types of meat and dairy.

a- The budget:

When preparing the budget of this store, some important points should be considered:

- 1) Locality: as we know that organic food is expensive, not all people tend to buy it, so we must choose a suitable place in major city and prestigious surroundings or in the city centre which means more rental expenses.
- 2) Legal and government documents: include all government licenses and permissions to start conduct business.
- 3) Facilities and Equipment: New technologies must be taken into consideration such as: Point of Sale System, Inventory Management System, Accounting System, Consumer Satisfaction Measuring Devices, and security system that includes guards, security camera, and firefighting system.
- 4) A special budget for online store: online shopping become a part of people life, in parallel with global situation, where we live under threat of society closing due to pandemics any moment, furthermore, the high fuel prices and the looming global food crisis.
- 5) Marketing: A reasonable amount of the budget should be allocated to marketing of all kinds like traditional marketing, digital, social media and all related activities such as branding, campaigns, promotions, discount codes, customers loyalty program, etc...
- 6) Inventory: Inventory management is one of the most important things to keep in mind to make sure you don't run out of stock or waste, which requires dealing with more than one supplier to give us more space for negotiation, prefer and choose the right prices, quantity and quality.
- 7) Hiring: Employees costs forecasting is critical when evaluating how to budget for the store, and one of the biggest expenses is getting workers and paying for them.

We can drop down all budget details in the following table:

Category	Item	Item Budget	Total Budget
Project			£2,000,000
Start-up expenses			£150,000
	Rent a place	£120,000	
	Legal and government fees	£10,000	
	Branding	£20,000	
Facilities and Equipment			£250,000
	Display rack	£80,000	
	Point of Sale System	£45,000	
	Sales Floor Equipment	£50,000	
	shopping carts	£15,000	
	security camera and screens	£7,000	
	firefighting system	£10,000	
	Office equipment	£5,000	
	Refrigerators	£35,000	
	Scales	£3,000	
Online store			£75,000
	Website and mobile application	£20,000	
	Delivery car/Rent	£50,000	
	Packaging Materials	£5,000	
Marketing			£255,000
	Campaigns	£100,000	
	Digital marketing	£15,000	
	Flyers	£10,000	
	Marketing through Influencers	£50,000	
	Social media ads	£10,000	
	Promotions	£50,000	
	Customers loyalty program	£10,000	
	Customer service corner	£10,000	

Inventory			£795,000
	Stock Rooms	£90,000	
	Goods	£700,000	
	Inventory management software	£5,000	
Manpower			£475,000
	Salaries and wages	£400,000	
	Health insurance	£75,000	

b- Risk Analysis:

Despite all the advantages of an organic food store, there are many cons and risks that make people unwilling to invest in this filed.

1. Organic foods cost more than items grown through traditional methods:
In general, all organic foods are more expensive than similar conventional foods due to high cost of production, supply, storage and sale, which puts the organic food store in a challenge to find the target consumer and achieve the target profit.
2. Organic foods have a shorter shelf life than other products: the most organic foods have a shorter shelf life than conventional products, which means hundreds of tons of foods will become waste each year if the store could not sell them within the shelf life. the reason why these products have a shorter shelf life is because they spoil faster due to a lack of preservatives.
3. Organic foods are more sensitive to environmental changes: the organic foods are more susceptible to changes that occur in their environment, for that the store manager is required to provide the proper storage conditions to keep them away of sunlight, heat sources and other weather factors, furthermore, reduce damage caused by loading, transporting and unloading.
4. Although a large group of people tend to consume organic food, most people are not interested in this type of food for many reasons, like inability to differentiate the organic food from conventional, the difficulty to find organic food stores because of the weak prevalence and their belief that organic foods contain fewer nutritional items and still have natural pesticides and fungicides.

c-Projected Completion Times:

To determine the completion time, we have to set the actions and activities to be done and the expected time for each of them, below is a table contains all actions and activities from first day until the project be done.

Note: holidays are taken into consideration.

SN	Task name / Title	Planned start date	Planned end date	Actual Workdays	Duration (hours)	Priority
1	Set a Plan	01/08/2022	05/08/2022	5	40	High
1.1	Growth & Income	01/08/2022	03/08/2022	3	24	High
1.2	Strengths & Weaknesses	01/08/2022	03/08/2022	3	24	High
1.3	Goals	01/08/2022	05/08/2022	5	40	High
1.4	Target customers	01/08/2022	05/08/2022	5	40	High
2	Decisions	08/08/2022	19/08/2022	10	80	
2.1	Franchises	08/08/2022	09/08/2022	2	16	Medium
2.2	Launching the Business	10/08/2022	16/08/2022	5	40	Medium
2.3	Professional Advisor	08/08/2022	17/08/2022	10	80	Medium
3	Location	18/08/2022	31/08/2022	10	80	High
3.1	Find the place	18/08/2022	22/08/2022	3	24	High
3.2	Get to see the scene on ground	23/08/2022	23/08/2022	1	8	High
3.3	Acceptance and assessment the necessary adjustments	24/08/2022	31/08/2022	6	48	High

4	Legal & Finance Issues	01/09/2022	07/09/2022	5	40	Medium
4.1	Common Legal Issues	01/09/2022	07/09/2022	5	40	Medium
4.2	Current Issues in Finance	01/09/2022	07/09/2022	5	40	Medium
5	Operations	08/09/2022	14/09/2022	5	40	Medium
5.1	Security Policies	08/09/2022	14/09/2022	5	40	Medium
5.2	Credit Policies	08/09/2022	14/09/2022	5	40	Medium
6	Equipment	08/09/2022	21/09/2022	10	80	High
6.1	Office Equipment	08/09/2022	09/09/2022	2	16	High
6.2	Sales hall Equipment	08/09/2022	21/09/2022	10	80	High
6.3	Security Equipment	08/09/2022	09/09/2022	2	16	High
6.4	Technical and electrical Equipment	08/09/2022	21/09/2022	10	80	High
6.5	Equipping the storage place	08/09/2022	21/09/2022	10	80	High
7	Pricing	15/09/2022	21/09/2022	5	40	High
7.1	Pricing Principles	15/09/2022	21/09/2022	5	40	High
7.2	Approve	15/09/2022	21/09/2022	5	40	High
7.3	Discounts	15/09/2022	28/09/2022	10	80	Medium
7.3.1	Quantity Discounts	15/09/2022	28/09/2022	10	80	Medium
7.3.2	Trade/Organization Discounts	15/09/2022	28/09/2022	10	80	Medium

7.3.3	Pre-Season Discounts	15/09/2022	28/09/2022	10	80	Medium
7.3.4	Voucher Discounts	15/09/2022	28/09/2022	10	80	Medium
8	Human Resources	21/09/2022	04/10/2022	10	80	High
8.1	Hiring	21/09/2022	04/10/2022	10	80	High
8.2	Manual & Other Materials	21/09/2022	04/10/2022	10	80	High
8.3	Training	21/09/2022	04/10/2022	10	80	High
9	Marketing	29/09/2022	12/10/2022	10	80	Medium
9.1	Promotion Planning	29/09/2022	12/10/2022	10	80	Medium
9.2	Advertising	29/09/2022	12/10/2022	10	80	Medium
9.3	Website	29/09/2022	12/10/2022	10	80	Medium
9.4	Special Pricing	29/09/2022	12/10/2022	10	80	Medium
9.5	PR	29/09/2022	12/10/2022	10	80	Medium
9.6	E-commerce shop	29/09/2022	12/10/2022	10	80	Medium
10	Customer Services	05/10/2022	11/10/2022	5	40	Medium
10.1	Customer Relationship	05/10/2022	11/10/2022	5	40	Medium
10.2	Work with Satisfied Customers	05/10/2022	11/10/2022	5	40	Medium

10.3	Handle Unhappy Customers	05/10/2022	11/10/2022	5	40	Medium
11	Risk Management	05/10/2022	18/10/2022	10	80	Medium
11.1	Insurance	05/10/2022	18/10/2022	10	80	Medium
11.2	Law	05/10/2022	18/10/2022	10	80	Medium
11.3	Product-Related Issues	05/10/2022	18/10/2022	10	80	Medium
11.4	Customer-Related Issues	05/10/2022	18/10/2022	10	80	Medium
11.5	Employee-Related Issues	05/10/2022	18/10/2022	10	80	Medium
		01/08/2022	18/10/2022	57	456	

So, according to table above, working on the project will start on Aug 1st, 2022, and will be done on October 18th, 2022, which means 57 workdays and 456 workhours. And below calendar of August, September and October that shows actual workdays and holidays.

Saturday 20 August

▼

August 2022

▲▼

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Saturday 20 August

▼

September 2022

▲▼

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Saturday 20 August

▼

October 2022

▲▼

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

d-Quality Control Measures:

Quality control measures for an organic food store should include all measures that ensure food safety and lead to better sales, reduced inventory losses, employee happiness, and shopper satisfaction and trust.

- 1) **Setting standards from the start:** to ensure that team are aware of the quality standards from the first day, as management can do sessions for explanation and training the staff to breed a quality culture from the beginning.
- 2) **Security Priority:** by making employees aware of the location of cameras to ensure they haven't been tampered with, furthermore, the employees manning entrances and exits will result in minimise stock loss and stelling the equipment.
- 3) **Approved Supplier List:** the store must have an approved supplier list that is available to for purchasing and quality control team. The approved supplier list should contain at least the following information: ingredient name and internal code; supplier name, address, phone number and other key contact info; trade name of ingredient; and supplier code number, product origin.
- 4) **Product Standards:** One of the most important tools to assure quality in a finished product is the product standard document. Product standards are defined by the physical, chemical and microbiological characteristics of the final product. Physical characteristics including size, shape, dimensions, weight, and volume are important, as are count per package or container, presence of fines, or any other special features which define the particular product.
- 5) **Warehousing:** which covers three areas: receive and storage
 - **Receive:** due to the sensitivity of organic food to the storage conditions, loading and unloading, there are guidelines to be taken into consideration:
 - The storage space should be clean and consistent.
 - The truck conditions must meet quality standard, if not, then refuse the shipment.
 - check random samples from the shipment to analyse the samples to make sure they meet specifications.
 - **Storage:** the storage place should meet the standard conditions that keep the organic food safe during storage period in terms of cleanliness, temperature, wet, sunshine, excessive stockpiling, damage because of loading and unloading.
- 6) **Packaging and Labelling:** packaging and labelling are important things that attract the consumer, furthermore, save the product quality.

Packaging is selected and designed based upon the needs of that particular food item. Regardless of the design of the packaging, the law requires product name, ingredient statement, and manufacturing or distribution location to be on the package.

- 7) **Ingredient Specifications:** It is considered one of the most important quality control procedures for organic food products, as all information must be reviewed, and specifications modified according to changing needs. It is also important to discuss and settle this specification with the supplier. Ingredient specifications must be documented to maintain consistency. Ingredient specification documents should include at a minimum: ingredient names, vital product attributes, and important dates, but may require more information. This is all to ensure that supplier has not changed materials or standards.

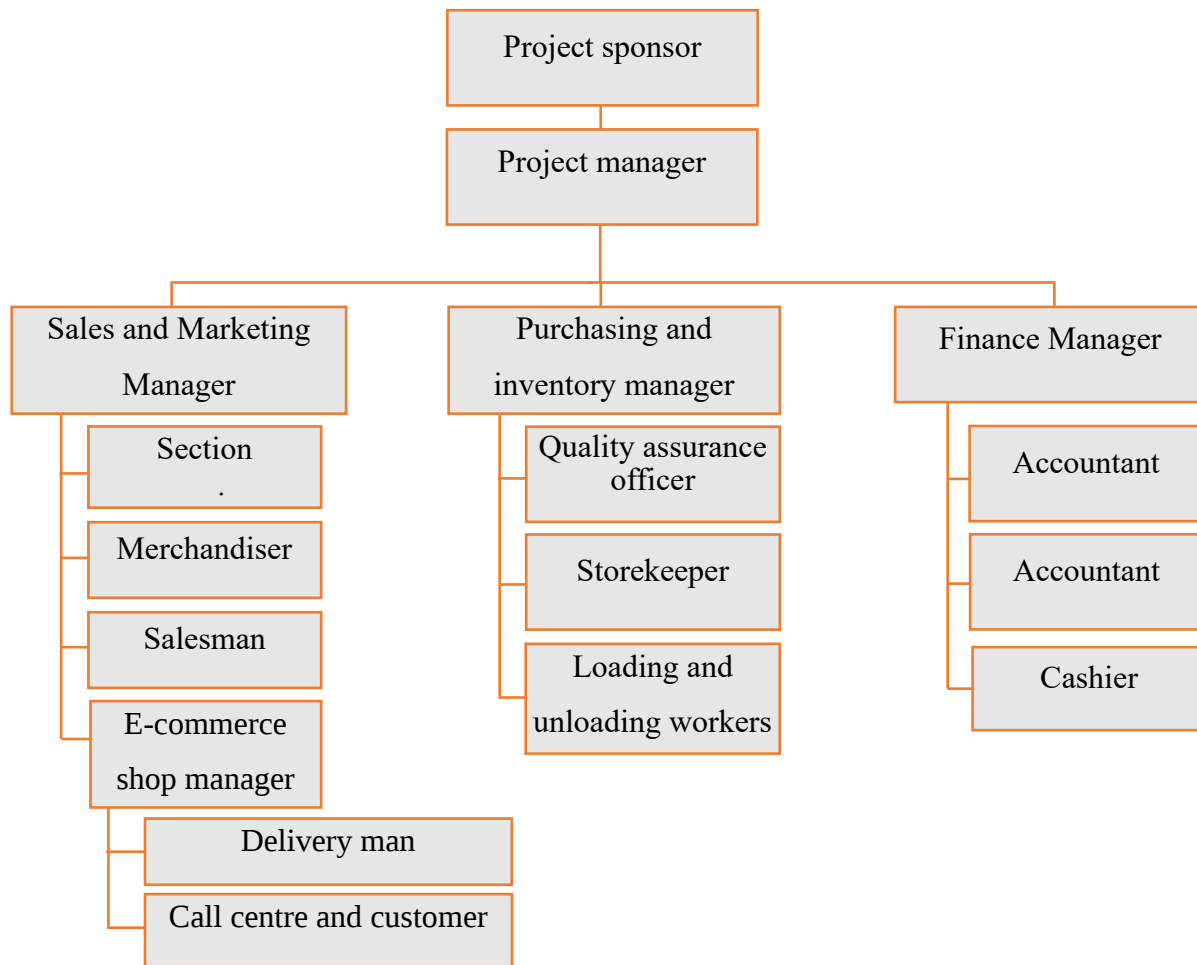
e-Team Member Breakdown:

Member	Role	Responsibilities	
Project sponsor	He oversees the project from a high level, often the owner, and he is responsible for guiding the overall vision and goals of the project, resolving conflicts, removing obstacles, and signing off any major project components	1	Create a comprehensive vision for the project
		2	Make key decisions
		3	Funding the project and approve the budget
		4	Take inventory of project resources
Project manager	The role of the project manager is primarily to oversee the daily details of the project and ensuring that the project proceeds within the specified time frame and budget.	1	Setting the project plan
		2	Delegating tasks to team members
		3	Lead the team members through each phase

Sales and Marketing Manager	He is responsible for developing sales and marketing strategies and lead sales team to meet the project vision in this regard	1	Promoting the company's brand and products
		2	Preparing the sales budget, scheduling expenditures.
		3	Making sure that the sales team achieves goals
		4	Developing marketing opportunities and expansion plans
		5	Preparing and developing pricing and promotion strategies
Section supervisors	He is responsible for a section of products (vegetable, meat, dairy, etc..)		
Merchandiser	He is responsible for arranging and displaying the products on the shelves		
Salesman	He is responsible for helping the consumer in sales process and explain products specification		
Cashier	Records sales in the cash register by scanning items and detailing and totalling customer purchases.		
Purchasing and inventory manager	He is responsible for continue supplying, monitoring and controlling the inventory	1	Concluding deals with suppliers
		2	Reduce wastage
		3	Constantly checking for product expiration
		4	Reduce expenses and improve resource efficiency
		5	Ensuring that the quality of the products meets the defined quality standards
Storekeeper	He is responsible for the daily store activities, including processing despatching, supplies receipt, doing inventories and inventory control activities		

Loading and unloading workers	
Quality assurance officer	Ensuring that the quality of the products meets the defined quality standards
Finance Manager	Analyse the current and historical performance, showing weakness and strengths and ensure of the efficiency using for the project money
Accountant	He is responsible for recording all financial process, collecting data and preparing financial statements
E-commerce shop manager	He is responsible for online sales operation, developing the E- commerce application.
Delivery man	He is responsible for the delivery of consumer orders that have already been made through the e-commerce application
Call centre and customer service officer	He is responsible for receiving customer complaints and forwarding them to the concerned person for resolution

Below is the team structure:



f- Additional Funds Request: as per the estimated budget no need to any additional funds, since the budget amount cover all required items.

2- Railway project proposal:

first of all, we have to list some facts about the project line, as it will connect between Bangkok (the capital of Thailand- South and Chiang Mai- North).

the project line stretches about 700 Km amongst the magic nature, which adds an environmental depth for the project.

a-Project viability analysis:

There are many factors we have to take them into consideration to say that the project is viable and acceptable for the donors, either commercially, economically, financially or even societal. Moreover, it must be acceptable to government bodies.

- **Construction costs:** a huge amount of savings can be achieved if the high-speed rail construction line avoids tunnelling, we may have to turn around some mountains in the north area, but that's less expensive than tunnelling.
- **Time saving value for each passenger:** This factor depends on the level of income and the quality of alternatives available. Higher savings in time per passenger by high-speed rail compared to conventional rail and cars. if we take into account that distance between Bangkok and Chiang Mai is about 700 Km and there are almost 12 stop stations along the line. the journey by the conventional train takes from 11- 14 Hours, and by car takes about 8 hours, while it is expected to take 3- 4 hours by high-speed rail.
- **Economic and Social Impacts of high-speed rail:**
 - High- speed railway services are of higher quality in comparison to conventional way of transport. The most important features of High-speed railway are high safety measures, reduced workers costs, and the fast movement among stations and short time spent for loading and unloading.
 - Moreover, high speed rail is less energy consuming than traditional ways of transportation. and according to the International Union of Railways (UIC), high-speed rail is eight times more energy efficient than airplanes and four times more efficient than cars.
 - It will connect the south, central and north of Thailand and will enhance the trade movement among them.
 - It will create thousands of jobs during the construction period and hundreds of permanent jobs for local residents.

- Increases Economic Activity: Every 1 baht invested creates 4 baht in economic benefits. Upgrading passenger operations on newly revitalized tracks, bridges and rights of way is spurring business productivity along corridors. The rail services will connect Thailand economically vital mega-regions and help keep them mobile, productive, efficient and internationally competitive.
- The railway has a better safety record than traditional modes of transportation, Thus, reducing accidents and related costs.
- Tourism: High-speed rail is an effective way for tourists who want to spend a long time in Thailand and visit a lot of sights.
- The success of this project will encourage investment in new lines and connect other areas.

- **Financial analysis of the project:**

To analyse the project financially, we have to consider the following facts:

- Distance between Bangkok and Chiang Mai is about 700 Km.
- Estimated trip time with stops is 3.30 Hours.
- Number of trips per day is 4 (2 ways = 2 trains).
- Estimated number of passengers per trip is 35000 Passenger.
- Average ticket price 1200 baht.
- Estimated project cost is 100 billion baht.

Tickets revenue per day: $35,000 \times 4 \times 1200 = 168,000,000$ baht

Tickets revenue per year: $168,000,000 \times 365 = 61,320,000,000$ baht

Additional revenue per day, assuming it's equal to 25% of the ticket value:

$168,000,000 \times 25\% = 42,000,000$ baht

Additional revenue per year: $42,000,000 \times 365 = 15,330,000,000$ baht

Total revenue per year: $61,320,000,000 + 15,330,000,000 = 76,650,000,000$ baht

Payback period = $100,000,000,000 / 76,650,000,000 = 1.3$ year (one year and 4 months).

So, the project is financially profitable, and we can proceed with implementation.

b-Additional ways to earn income from the railway project:

In addition to tickets, there are many innovative ways to get additional income from the project:

- Goods shipping (Freight): thinking of using railway for freight is a good idea especially at this time when the world is suffering from the high cost of freight due to the global energy crisis and the Russian-Ukrainian war.
- Exploitation of railway facilities, stations and buildings as an additional source of income by renting them to investors where it can be a restaurant, a supermarket or a place for children to play.
- Using the land space around the stations as a parking lot for the cars.
- Sponsorship some of the activities in the area: like the annual festivals in the area, sporting events and national holidays.
- Establish shopping festivals in the stations.
- using the stations and the land around railway for advertising for monthly or yearly fees, or the train body itself to put the posters.
- Catering services either on the train or at the stations.
- Luggage and parcels services.
- Allocation a few compartments with VIP services and extra cost.
- Providing some personal care services such as massage chairs and sleeping compartments.
- Providing some technical services such as WIFI, especially for people who want to complete their business during the trip.
- Tourism activities.

3- Conclusions:

- The adopted project is organic food store.
- Budget amount is enough and no need to additional funding.
- Budget will cover locality, legal and government documents, facilities and equipment, online store expenses, marketing plan, inventory activities and hiring.
- The most important risks facing the project are the sensitivity of the products and the short expiration date.
- The expected time for completion is 57 workdays (456 workhours).
- The project team is divided into three main department: sales and marketing department, purchasing and inventory department and finance department, in addition to project sponsor and project manager.
- Quality Control Measures covers: Setting standard, Security Priority, Supplier List, Product Standards, warehousing activities, packaging and labelling Ingredient Specifications.
- The analysis of the feasibility project shows that the project has many economic and social benefits in the short and long term.

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