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## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialization:</b>	<b>Information Technology &amp; Systems Management</b>
<b>Affiliated Center:</b>	<b>CEO</b>
<b>Module Code &amp; Module Title:</b>	<b>MGT580 - PROJECT MANAGEMENT</b>
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<b>Word Count:</b>	<b>3542</b>
<b>Date of Submission:</b>	<b>01/06/2022</b>

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**MGT580:**  
**Project Management**

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## **Introduction**

Project management is the most important process for the success of any project, as it is the process that determines the reason for establishing this project and its desired goals, and how much it determines the resources and budget that this project will need to achieve these goals. The team based on this project is fully aware of the tasks assigned to it and the secondary objectives it is required to achieve, and from this we note that without project management, the project's growth will be random and unpredictable. And who is the official who should be referred to in the event of any problem related to achieving goals and securing resources. (Berkun,2005)

In this study, Aspire International Corporation is taken, a multinational company based in Sweden. The company aims to expand its work activity by creating a market for organic food products. I will be the manager of this project. It will be my responsibility to fully plan this project from A to Z, Among the main tasks and points that we will mention in this study that the project manager must do are:

- a) Project Budget
- b) Risk Analysis
- c) Projected Competition Times
- d) Quality Control Measures
- e) Team Member Breakdown

The goal of establishing this store is to support organic and natural materials, and through it, natural agriculture and those who work in it will be supported, as natural agriculture is one of the most important works that provide health materials to humans and preserve biological species of plants and the biological diversity of products. (Jackson, 2002).

As it is known that the associations and institutions that support and monitor natural agriculture impose restrictions on the types, contents and quantities of fertilizers and pesticides that are used in these crops, as these pesticides have a significant impact on the products of this agriculture on the one hand and on the soil and groundwater and Climate on the other hand, and here comes the importance of supporting natural agriculture by limiting these damages or minimizing them, and this will also support the social responsibility of the company. (Fogarty & Tuovinen, 1991)

One of the most important strengths of this project is the great societal support that these ideas receive from people, as a large part of people are trying to support natural agriculture to reduce the damage of industrial plants, as well as their belief that the products of this agriculture are healthier and more quality in terms of taste Fruits and vegetables are produced in the natural way, but one of the challenges that will face us is the high costs and low profit margins in natural agriculture (Gracia Royo & de-Magistris, 2007).

The budget is the most important step to start implementing a specific project, as it determines the resources and costs that are required to carry out this project, and it also identifies the labor (labor) that the project needs and the extent of its costs, and in our project we have a specific budget of 2 million euros allocated to implement This project, and an additional amount can be requested if there is a need for it, and the project budget will be presented by showing the reasons that call for these expenditures and the person or department responsible for these expenditures and their value. (Pewdum, Rujiranyong., & Sooksatra, 2009)

## The budget

Objects	Estimated	Person in charge
Design / The Shop + Logo + Road and paper advertisements /	\$400000	Design team .
Marketing Researching and Planning and brand advertising	\$150000	Marketing Team
the store's opening	\$300000	The organization's management
Store Opening	\$350000	Marketing Team and /Service & Sales/ Team
Furniture and electrical and technological equipment / lighting + cashier devices + computers + surveillance cameras ... etc / and interior decoration	\$250000	Purchasing Committee
Design and follow-up pages on social networking sites, in addition to designing a new website for the store	\$150000	IT Team
Employee wage expenses	\$130000	Human Resource Team
Buying land and constructing a building	\$500000	Purchasing Committee
Total of budget	2,230,000	

Here, we have indicated the expenses needed by the project and all the expenses of the party responsible for disbursing it. We note that the budget presented to us by the company is 2 million

euros, while the total budget for the project was, according to the study, 2,230,000 euros, and here we note that we will need an additional amount of 230,000 euros, which will be obtained It is from the parent company or through a bank loan.

**Risk analysis**

The process of risk analysis is an essential process in the design and implementation of any project, which is the study of the challenges and risks that are expected to occur during the implementation of this project, and thus the organization will be able to overcome these challenges and deal with them without incurring significant losses, because it will have an analysis of this challenge and proposals to solve This problem, and problem analysis is one of the basic tasks of project management, and this process may require the core of consultations by external experts. (Vose,2008)

The Risk	Negative Risks	Ways to face risks
Strategy	The quality of strategic relationships with suppliers, investors and even competitors	<ul style="list-style-type: none"> <li>▪ The planning</li> <li>▪ Vision, Goals</li> <li>▪ New opportunities</li> <li>▪ Development of Strategy</li> </ul>
Human Resource	<ul style="list-style-type: none"> <li>▪ Salaries and bonuses</li> <li>▪ Relationships within the work team and methods of dealing with each other</li> <li>▪ Employee performance, methods and ideas</li> <li>▪ motivational methods</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recruitment of highly skilled and experienced employees</li> <li>▪ Establishing good mechanisms to retain employees</li> <li>▪ Establishing a mechanism for calculating</li> </ul>

Marketing	<ul style="list-style-type: none"> <li>▪ Reputation in the markets and the image of the company in the minds of customers</li> <li>▪ Competing companies, their methods of work and their permanent customers</li> <li>▪ Continuity in the market and stability in performance</li> <li>▪ Customer service and providing what the customer wants</li> </ul>	<ul style="list-style-type: none"> <li>▪ Study the market situation and customer desires</li> <li>▪ Introducing new products</li> <li>▪ Continuing the process of research and development permanently</li> <li>▪ Study prices and develop an appropriate pricing approach</li> </ul>
Information Technology	<ul style="list-style-type: none"> <li>▪ Ongoing maintenance</li> <li>▪ data management</li> <li>▪ Digital security and maintaining the privacy and confidentiality of data</li> </ul>	<ul style="list-style-type: none"> <li>▪ Highly skilled IT team</li> <li>▪ Necessary equipment</li> </ul>

The risks will be analyzed according to a matrix according to the following considerations (Bao,2022):

- The potential for these risks to occur:

1- High: These are the risks that will likely occur during the implementation of the project

2- Medium: These are the risks that will be expected to occur during the implementation of the project

3- Low: These are the risks that will have a low probability of occurrence.

- The impact of these risks:



1- High impact: These are the risks that will incur very large losses and costs or damage the business or any other activities.

2- Medium impact: the risks that will incur significant losses and costs or damage to business or any other activities.

3- Low impact: the risks that will incur losses and low costs or damage to the business or any other activities.

		The impact		
		High	Medium	Low
The potential	High	5	4	3
	Medium	4	3	2
	Low	3	2	1

The risk levels are divided into five levels as shown in the above table

- Level 5 - The action plan must be implemented to avoid danger immediately.
- Level 4 - Actions must be taken within the first week.
- Level 3 - Actions must be taken in the first month.
- Level 2 - Actions must be implemented within a reasonable time and not a priority.
- Level 1 - it is up to the administration to decide whether there is a need to implement the procedures or not, and it is possible to prepare the plan and implement it if there is any need.

Parameter	Risk	Cause	Risk Level	Control Measure	Responsible Party
<b>Strategy</b>					
Planning	Mistakes in developing and discussing the plan	incorrect assumption	3	Correct planning by studying the reality, setting the vision of the organization, setting SMART goals and ways to reach them	Project Committee
Errors in preliminary assessment	Doing business, the wrong way	Wrong study of the external environment	4	re assessment of the data	Project Manager
<b>Human Resource</b>					
Turn over the employees	High Turnover level	Lack of compensation by the organization	3	Providing rewards and motivation to employees	HR Manager
Costs related to the human resources department	Job analysis	Incorrect job analysis	2	Monitor the progress of work that depends on employee performance	HR Manager

Marketing					
Brand knowledge	Unfamiliar brand to the public	Insufficient marketing and promotions	4	Work more on promotion via the Internet and social media	Marketing Manager
Losing customers	Insufficient sales	Unsatisfactory customer service	3	Conducting a customer satisfaction evaluation	Marketing Manager
Inability to reach the target market	Charter loss	The marketing work we have done is not enough to promote	4	Customer Satisfaction Evaluation	Marketing Manager
IT					
Obsolete technical problems with work and display	Delays in customer purchases as well as delays in deliveries	Low quality equipment used Recruitment of inexperienced IT staff	4	Studying high-quality purchase offers for equipment purchase Hiring experts to conduct exams and interviews for IT team members	IT Manager

## **Quality Control Measures**

The successful companies that maintain stable and permanently developed performance are the companies that adopt effective performance monitoring mechanisms, as performance monitoring makes the company constantly aware of the quality of its products and services, and it is able to know the location of mistakes the moment they occur (Westgard,216):

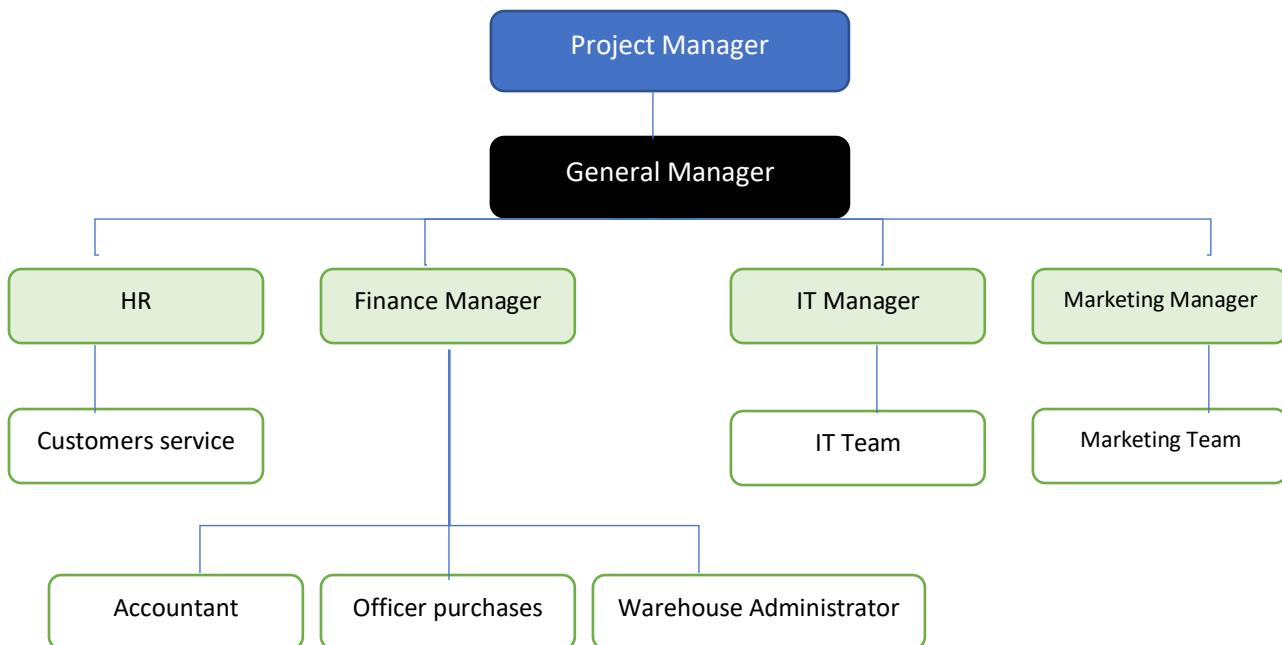
- 1- **Supplier List:** The selection of suppliers must be based on the legal registration of these suppliers, as they must be registered with the Directorate of Agriculture and trusted through their studied products that are produced on the basis of accepted international standards.
- 2- **Choosing suppliers (organic farmers) and product to sell in the store:** It is necessary to use a committee of external consultant's experts in the field of organic agriculture in order to select the suppliers (organic farmers) on the basis of the criteria for organic agriculture, and on the basis of the guidelines related to the field that these consultants are fully aware of.
- 3- **The selection of the materials that will be sold in the store and what new products can bring customers,** and this is done on the basis of studying the market need and the quality of the materials offered in it, and on the study of customer satisfaction.
- 4- **Recipe/Product formulation:** the products must have a written list attached containing the components of the product, its production mechanisms and all the special specifications related to it. This is what constitutes credibility and confidence for customers.
- 5- **Dealing with customers:** Dealing with customers and communication skills are among the most important things that must be taken into account, and customer service employees must be highly skilled in this, and there must be permanent supervisors in the halls to monitor the performance of employees, their work and their communication with

customers, so there must be a code of conduct and policies that preserve and clarify Mechanisms for communicating with customers and instructions for that, and if any breach is observed, corrective measures must be taken directly.

6- Food Safety :There must be a food safety guide that contains the necessary storage conditions, shelf life, display methods and handling instructions, as well as it must include methods of packaging and materials necessary for this, and this is done through the assistance of consultants from Jordan to achieve this.

7- Laboratory analysis: It is necessary to conduct analyzes on selected random samples of the goods and foodstuffs that are sold, so that it is always ensured that these materials conform to the desired standards, and any results that do not agree with the required must know the reasons and take the necessary corrective measures.

### Team Member Breakdown



### Project manager

- Make major business decisions related to the project.
- Approval of project scope changes.
- Ensure availability of resources.
- Communicate project objectives to the organization and senior management

### General Director:

- Project development.
- Output Management
- Selection of project personnel.
- Assign tasks to team members
- Report status to the project manager

### Human Resources Manager

- Recruitment of new employees and monitoring of existing employees
- The work of the rewards and recognition program.

### IT manager

- Control of technological equipment
- Monitoring his team's work

### Marketing Manager

- Dealing with the advertising company.
- Formulate marketing strategies.

- Documentation of product specifications.
- Monitor customer satisfaction.

#### Chief Financial Officer

- Raising funds and capital for the project.
- Preparing forecasts and financial statements.
- Money exchange.
- Giving earnings reports.

## **Conclusion**

Project management is an important process for the success and growth of any project or company, as it clarifies and shows us the reasons for establishing the project, its objectives, and its impact. It also determines the amount of human and material resources and budget that must be determined and monitored in order to establish the project and achieve the desired goals. And that any project that is established without taking into account the concept and techniques of project management can be considered a random project that cannot be expected and studied.

Based on the foregoing clarification and explanation in the project proposal submitted to Aspire Corp, which aims to present a set of proposals and plans aimed at diversifying the company's portfolio and expanding its business (from a food store, pharmacy and fitness club). The company must read the proposal and follow all the suggestions and the recommendations made, which were clarified in the proposal.

It also shows through the proposal that the company has the ability to implement the proposal within the proposed initial budget, which is estimated at approximately 2 million euros, and can be increased by a small amount estimated at 300,000 euros, ie the total budget of 2,230,000 euros.



## **Section 2:**

### **Introduction:**

To this date, there is no dominant means of transportation for this sector in Thailand, as this sector there is still chaotic despite its daily needs and the great pressure on it, as people there depend for their transportation on old slow buses and trains for long-distance transportation, and the use of the old train confined to the countryside, and there are permanent plans to support and develop this sector, as the first high-speed railway was opened in Bangkok in 1999. The project currently on the table is a high-speed railway project linking Bangkok and Chiang Mai in northern Thailand. The President aspires to have this project as an economic support for consumers, as the ticket cost does not exceed 1200, and I will be the project's consultant to study its feasibility and report on its feasibility or not. (Kunadhamraks & Hanaoka, 2008)

### **Analytics:**

The legal aspect: Since the project is part of a government plan and will be approved by the government, there will be no legal problems and the legal feasibility will be very strong.

The technical aspect: One of the most important things to ensure its feasibility is that the work itself depends on its success on its completion with high technology, and Japan is one of the few countries that has a high potential to implement a high-speed railway and has many experiences in that, and working with a Japanese company that possesses the expertise and ingredients The technical feasibility of the project will also be strong and reliable. (Lu, Wevers, & Van Der Heijden,2005).

Acceptance of society and sustainability in terms of the environment: The project is part of a plan developed by the Thai government, this means that the sustainability related to the environment is certain, and serious work will be done on it and provide all conditions. It will

provide them with a high-speed transportation at a very low price, and this is what any customer would like. (Kumar & Anbanandam, 2020)

Here are some points that illustrate the importance and feasibility of this project:

1. Anticipating an increase in the number of passengers

In 2018, the number of passengers traveling annually was approximately 37 million passengers in Thailand, This means that 100,000 passengers per day, 30,000 of them travel between Bangkok and Chiang Mai, being one of the most important cities in Thailand. (State Railway of Thailand,2018)

The establishment of a fast railway line at a low ticket price will certainly lead to a large increase in the number of passengers traveling through it as it is expected to increase their number within a year to 50,000 per day.

When people's perception of high-speed transportation changes, in the future it will bring more passengers to high-speed trains. This will also increase the number of passengers who will use the railway.

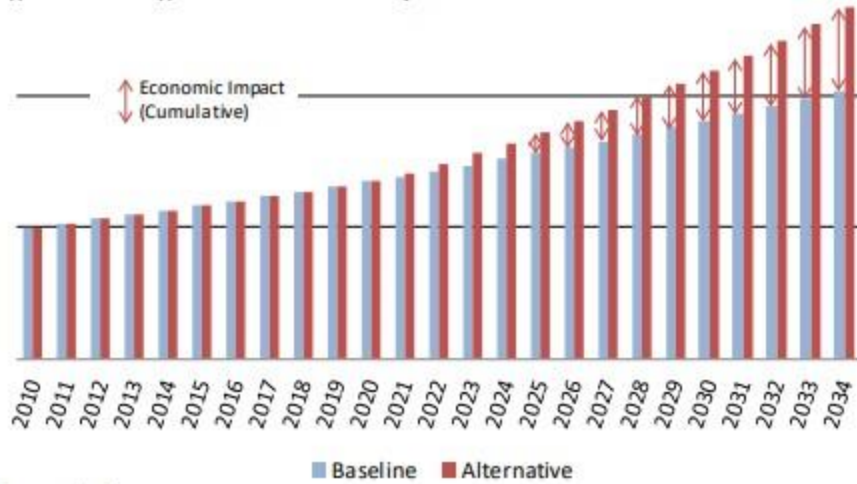
2. Economic effect of reducing travel time

The transfer of 30,000 passengers via the express railway line will save approximately 20 minutes per passenger, and with the increase in the number in the coming years, more time will be saved, and this will reflect positively and noticeably on the Thai economy, as this time will be used in the operational and industrial areas that will support the economy (Luekens,2021)

3. Provide access to the Eastern Economic Corridor (EEC):

One of the project's objectives is to provide rapid access to the (EEC) that will allow foreign investment to reach Thailand. This will also affect the Thai economy in a very large way. (Luekens,2021)

4. Reduce traffic congestion and reduce fossil fuel consumption: Thailand is one of the countries that is famous for its traffic jams and the large number of buses operating on its roads. The project will reduce these congestions as well as reduce the consumption of fossil fuels, which will positively affect the cleanliness of the environment and reduce gas emissions.
5. Reduce traffic accidents:  
Reducing traffic jams and encouraging passengers to go to the rentier railway will inevitably reduce traffic accidents that kill and harm hundreds of thousands of people annually. This will reflect on the health sector in the country and reduce pressure on it, thus reducing costs spent on this sector.
6. Supporting the Economy by Reducing Unemployment: The construction of this line, which will cost billions of money, will have been placed in addition to the national assets in Thailand, which will provide many job opportunities during and after the completion of the project, and this will support the investment sector in the country and will enhance economic growth in Thailand.



(Isono,2018)

### 7. Attracting tourists:

The project will be a major reason to support the tourism movement in the country, as it will save tourists half the time visiting the tourist attractions in Thailand, and this will cause in the long run the tourism boom and its support for the Thai economy. (Luekens,2021).

We will also mention below some of the ways that will be considered as income inputs for the government in Thailand:

#### 1. Increasing the value of land:

The presence of highways, linking all the state's sides with each other and reducing the time between them, will lead to an increase in land prices and will become additional ways to invest and increase profits, and it will be a destination for investors to set up their projects there, as it has become away from the most important airports for a short time.

#### 2. Providing additional services to the tourists:

HSR Company can introduce various travel packages by teaming up with the hotel chain to the foreigners. The company can give additional benefits to the tourist who travels with the HSR

company travel plan. The company can sell tickets and also can earn commission from the hotels around the country.

3. Introducing luxuries into the cabin:

Through this, classes can be created to travel across the line, and there will be a business class, and all food, beverages and luxuries required by this category of customers will be sold within it.

4. Providing facilities for transporting goods at a high speed to various traders and investors:

Investment contracts can be established with shipping companies around the world, and this will provide these companies with a fast and secure shipping method for their goods.

## **Conclusion**

The project must have a very large set-up cost, and there may also be some negative returns in the first 18 months, but it is a sustainable project, and it will be a great source of strength for the Thai government, as, as we mentioned above, it will greatly support other sectors of the government, and this will justify bearing its first founding costs as well as some losses that the government may incur in the first stage of completing the work, so I suggest to the government that there be a partnership at the beginning of the project with investors who help the government in bearing the set-up costs and the government provides them with special legal and tax advantages, In the event that the government adopts the aforementioned methods that will open sources of profit related to the project, this will support its progress and reduce the financial stress as a result of paying the project's founding cost, and this will support the president's position in making the ticket price not exceed 1200 baht.

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