



**EUROPEAN  
INTERNATIONAL  
UNIVERSITY**



## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	
<b>Affiliated Center:</b>	
<b>Module Code &amp; Module Title:</b>	
<b>Student's Full Name:</b>	
<b>Student ID:</b>	
<b>Word Count:</b>	
<b>Date of Submission:</b>	

**I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.**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

**EIU Paris City Campus**

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

## Table of Contents

Introduction.....	2
1- Project Proposal .....	3
a) Project Budget:.....	4
b) Risk Analysis .....	5
Risk Factor .....	5
Negative Areas.....	5
Positive Areas .....	5
Strategy .....	5
Human Resources .....	5
Marketing.....	5
IT.....	5
c) Projected Competition Times.....	9
d) Quality Control Measures .....	12
e) Team Member Breakdown.....	15
2- Northern HSR: Bangkok – Chiang Mai (Japanese project) .....	18
Conclusion .....	22

## **Introduction**

Project management includes a set of rules and foundations for project planning, setting an appropriate timetable for its implementation and completion, obtaining the necessary resources for it, making the appropriate decision, and carrying out the process of control and re-planning, all of which is fully effective. This set of principles, methods, and methods helps to complete the project according to the specified time schedule, within the limits of the drawn budget, and in full conformity with the specifications and conditions set for the project. At the same time, the principles of project management, as well as the methods and methods used, would help to achieve other goals that the organization seeks to achieve, such as productivity, quality, and cost-effectiveness.

In short, the goal of project management is to bring the cost, duration, and quality of the project as close to perfect as possible.

From this perspective, we will discuss a proposal for one of the three projects presented to “Aspire International Corpora” based on our experience in the field of project management.

# 1- Project Proposal

As I'm the lead project manager, I decided to create a project proposal for "**Aspire Hometown Food Market, an all-organic**"

Aspire Hometown Food Market project is a healthy food that may be birds or animals that have not been injected or fattened with hormones, and the organic food may be agricultural products that are grown without using any insecticide, industrial products, or chemicals.

The products are among the healthiest and safest ever. These products are considered among the most demanded by a large group of people, but they are considered more expensive than other products because the production process is difficult and expensive.

Our project will include the following steps:

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

**Project Objectives & Delivery:** Open a certain number of organic food stores in addition to the current shopping centers and company stores with a total start-up budget of € 2M

- Identify the most appropriate locations for the company's existing stores.
- The project will be completed within the budgeted allocations.
- To identify and sign agreements with equipment suppliers from Sweden or even to import
- Acquire the certificates as per the Ministry of Agriculture in Sweden.
- The project is to be completed by launching the Aspire Hometown Food Market on the estimated launch date.

**a) Project Budget:**

<b>S</b>	<b>Project Tasks</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Balance Under/Over</b>
1.	Consultation Fees	€ 20,000	€ 20,000	€ 00
2.	Drawing & Designing	€ 80,000	€ 80,000	€ 00
3.	Equipment / FA	€ 80,000	€ 380,000	€ 00
4.	Equipment Insulation	€ 30,000	€30,000	€ 00
5.	Furniture / FA	€ 190,000	€ 190,000	€ 00
6.	Installation & Mobilizing	€ 10,000	€ 10,000	€ 00
7.	IT Equipment / FA	€ 170,000	€ 170,000	€ 00
8.	IT Installation	€ 5,000	€ 5,000	€ 00
9.	Vehicles	€ 350,000	€ 350,000	€ 00
10.	Documentation & Accreditation	€ 70,000	€ 70,000	€ 00
11.	Insurance	€ 10,000	€ 10,000	€ 00
12.	Marketing Campaign	€ 70,000	€ 100,000	€ 30,000
13.	Miscellaneous	€ 50,000	€ 70,000	€ 20,000
14.	Running Cost for 3 Months	€ 500,000	€ 750,000	€ 250,000
15.	Rent for 3 Months	€ 60,000	€ 60,000	€ 00
16.	Testing & Commissioning	€ 5,000	€ 5,000	€ 00
<b>Total</b>		<b>€ 20,000,000</b>	<b>€ 20,300,000</b>	<b>€ 300,000</b>

As an analysis of the project budget of Aspire Hometown Food Market, we will need additional funding of 15%, equivalent to € 300,000. In order to achieve the best results for the delivery of the project, we will need this funding in the last quarter before the end of the project delivery.

The running cost for the above budget includes the following costs without the rent cost because we mentioned it as a separate cost:-

- Salaries and labor costs.
- Maintenance and Equipment Repair.
- Supplies.

## b) Risk Analysis

Conducting a qualitative **risk analysis** is the process of prioritizing risks for further analysis or action by assessing and integrating their likelihood and impact.

The practice of assessing and managing uncertainties in order to reduce their potential impact on a project. Risk analysis can be used in a variety of different contexts, but it is most commonly applied to business and investment decisions. Risk analysis techniques help organizations make more informed decisions by considering the potential impact of uncertainties.

There are two main types of risk analysis: quantitative and qualitative. Quantitative risk analysis uses mathematical and statistical methods to calculate the probability and potential impact of a risk. Qualitative risk analysis uses expert judgment to assess the likelihood and impact of potential risks.

### ➤ Risk Identification:

Risk Factor	Negative Areas	Positive Areas
Strategy	<ul style="list-style-type: none"> <li>- Strategic direction</li> <li>- Work performance</li> <li>- Relationships with investors</li> <li>- Communication</li> </ul>	<ul style="list-style-type: none"> <li>- Strategy Development</li> <li>- Management Activity</li> <li>- Planning</li> <li>- Mission &amp; Vision Goals</li> <li>- New opportunities</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>- Employee Performance</li> <li>- Internal relations</li> <li>- Remunerations</li> <li>- Health and safety of employees</li> </ul>	<ul style="list-style-type: none"> <li>- Employee Skills</li> <li>- Recruitment and Retention</li> <li>- Training and Development</li> <li>- Compensations</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>- Customer service</li> <li>- Products Responsibility</li> <li>- Reputation and image</li> <li>- Competitive Market Share</li> <li>- Obsolescence</li> </ul>	<ul style="list-style-type: none"> <li>- Pricing and Costing</li> <li>- Research &amp; Development</li> <li>- New products</li> <li>- Trademark</li> </ul>
IT	<ul style="list-style-type: none"> <li>- Data Security</li> <li>- Service Maintenance</li> <li>- Data Management</li> </ul>	<ul style="list-style-type: none"> <li>- New System Developments</li> <li>- Data Integrity</li> <li>- Delivery of Service</li> </ul>

➤ **Risk Identification**

**The potential risks will be categorized under:**

- High-Likely to occur during project time.
- Moderate: There is a possibility that it will happen during the time of the project.
- Low-Low probability of occurrence during the project time.

**The impact of the risks will be determined under**

- high involving incurring a high cost or harm to a business or any related activity.
- Moderate: incurring significant costs or causing significant harm to the business or any related activity.
- Low-incur a small cost or damage to a business or any related activity.

➤ **Probability and Impact Matrix:**

Risk Potential	Risk Impact		
	Low	Moderate	High
High	3	4	5
Moderate	2	3	4
Low	1	2	3

As per the Probability and Impact matrix, the risks will be considered fewer than five levels which are:

- Level 1: Management must decide if corrective measures are needed. or accept the risk.
- Level 2: Corrective actions will be developed within a reasonable time.
- Level 3: Corrective actions are to be taken within five working days.
- Level 4: Corrective actions to be taken within two business days.
- Level 5: The corrective action plan must be implemented immediately.

➤ **Risk Assessment plan**

Parameter	Risk	Cause	Risk Level	Control Measure	Responsible Party
<b>Strategy</b>					
Errors in planning	Wrong decision-making in the planning process	Incorrect assumption	3	The planning review is conducted by a review committee with a clear vision and mission, plus deliverables of the project review.	Project Committee
Errors in a preliminary assessment	Incorrect in a decision	Wrong in the selection of the research company	3	Internal reassessment of data provided through research	Project Manager
<b>Human Resources</b>					
Turn Over	High Turnover Level	Insufficient compensation	4	Employee performance recognition and rewards	HR Manager
HR Cost	Job Analysis	Incorrect job analysis	2	Evaluation of employee performance	HR Manager
<b>Marketing</b>					
Brand recognition is not growing.	unfamiliar to the general population.	Inadequate marketing and advertising efforts	4	using social media to announce the store	Marketing Manager
Customer dissatisfaction	inadequate sales goals	Customer service is	3	evaluating the level of customer	Marketing Manager



		unsatisfactory		satisfaction	
The business is not growing.	It results in financial loss.	People are not familiar with the company's brand, and the marketing techniques employed are ineffective.	4	Reconsider the products and prices, do market research, and create new plans as you reexamine your marketing tactics.	Marketing Manager
The target market is unreachable.	Charter decline	Inadequate marketing activity in promoting and selling products	4	Evaluation of Customer Satisfaction	Marketing Manager
<b>Financial Risk</b>					
Lack of income	Embezzlement	inadequate employee oversight	4	Make sure that staff strictly follow operational protocols.	Finance Manager
Adherence to financial reporting	Noncompliance with accounting regulations	Delays in the submission of financial reports	3	Following financial guidelines	Finance Manager
Liquidity	Lack of collection from big customers	Delays in paying current debt	2	Maintaining a sufficient cash balance for current debt repayment	Finance Manager
Cash Flow	Fail to meet cash flow	incorrectly estimating	3	Monitoring and considering both	Finance Manager

	needs.	cash requirements		income and expenses in future cash flow calculations is important.	
--	--------	-------------------	--	--	--

### c) Projected Competition Times

Activity	Start Date	End Date	Responsible	Remarks
Business Plan Approval	01 Aug, 2022	15 Aug, 2022	Project Manager	The business plan should be approved by the project committee, which consists of at least three board members and a finance and procurement manager.
Raise Funds	15 Aug, 2022	30 Aug, 2022	Finance Manager	The extra money required will be covered by a bank loan or current finances of the organization, depending on the budget.
Budgeting	01 Aug, 2022	15 Aug, 2022	Marketing Manager &	Should be approved by the procurement and

			Finance Manager	finance managers
Inventory Items	01 Aug, 2022	30 Sep, 2022	Procurement Manager & Store Manager	scout the stores and study the feasibility of the locations
Design and modification of stores	01 Sep, 2022	30 Sep, 2022	Infrastructure Manager	Design should be done according to the layout of existing stores by utilizing a design consultant or a company. The infrastructure manager and the operations manager should be coordinated with the designing agency.
Vendor Selection	01 Sep, 2022	15 Sep, 2022	Marketing Manager	Vendors and suppliers should be selected using a requirements list.  External scouts and consultants can be used to identify the organic vendors

				near the market location.
Service agreements with vendors	01 Sep, 2022	15 Sep, 2022	Contracts Manager	to make sure that all the agreements meet our needs.
Hiring Staff	01 Aug, 2022	15 Aug, 2022	HR Manager	Standard hiring procedures and practices of the organization are applicable.
Marketing Campaign	01 Oct, 2022	30 Oct, 2022	Marketing Manager	External advertising firms should be utilized to design the conceptualization and execute the campaign. The marketing manager is responsible for delivering the product and service specifications and a marketing brief to the agency simultaneously.
Testing &	15 Oct, 2022	30 Oct, 2022	Infrastructure	Simulation of

Commissioning			Manager & IT Manager	operation and launching
Launching	---	01 Nov, 2022	Project Manager	The launch will be done on stores and social media platforms simultaneously.

**d) Quality Control Measures**

The organization must maintain a high degree of quality in both its products and services if it is to be successful. The following actions will be done to regulate quality.

➤ **Research firms:**

The selection procedure should be thoroughly recorded when choosing a market research company to determine the shop location or anything else. The company's anticipated specifications should

The company should be well defined and should be selected after considering at least three firms that provide similar services.

➤ **The selection of the organic vendors and the products to be sold in the stalls**

An outside consultant with expertise in organic farming should be used to choose the organic producers. The specialist should offer instructions and criteria for choosing new farmers to work as suppliers. The businesses should abide by the rules, and farmers should receive training on the requirements for the company's organic products.

When starting out, market research can be used to help choose the products that will be sold in stores. However, the business should review its sales figures and change its products in light of the trial introduction of new ones.

➤ **Ingredients listed specifically**

A specification for the ingredients will be created and recorded. Names of the substances used, characteristics of the product, etc. will be included. This will guarantee that the supplier supplies ingredients that meet the agreed criteria.

➤ **List of Vendors**

The company should use a list of approved suppliers by the agriculture department. The company must select suppliers who are registered with the agriculture department for producing organic foods. The company must make sure to run a periodical evaluation of the suppliers.

➤ **Product Formulation/Recipe**

Each product should maintain a written document with a standard formula or receipt to ensure the consistency of the food products produced in each batch/lot or on different days.

➤ **Customer handling**

Staff should be given proper training on how to handle customers. Monitoring of the staff interaction with the customers should be done by the supervisors. If misconduct is observed, corrective actions should be taken on the spot. The company should have a code of conduct and customer handling guidelines. All the employees should be trained in customer handling.

➤ **Labelling and packaging**

For packaged food, there should be two packages; the primary package and the secondary package. The food is enclosed by the primary package, and the secondary package holds together multiple packages, and it indicates the details of the product on its surface.

➤ **Store appearance and feel**

All the stores in the chain should have the same look and feel. The designers should be briefed. The marketing team was asked about the marketing guidelines of the company and the

color selection and font selection. There should be a design guideline to be followed when designing the upcoming stores.

➤ **Food safety**

Food safety guidelines should be developed using an external consultant. The guidelines should include the handling instructions, shelf life, and storage conditions of each and every food item in the store.

➤ **Installation and construction**

Good quality furniture and racks should be bought, and the installation and construction should be carried out by professionals under the supervision of the infrastructure manager.

➤ **Warehousing**

The warehousing includes receiving and storage.

The recipient will follow the below guidelines.

- A clean and consistent storage space with FIFO (First in First out) or FEFO / First method (first in, last out).
- Items are to be inspected before unloading.
- Random samples are to be tested to ensure that they meet the standards.
- If a sample of the received load does not match the company standards, the total or part of the load is to be rejected.

The quality of the product can be impacted by the way it is stored. The storage of the products should meet the requirements aligned with product specifications, maintaining the quality of the products.

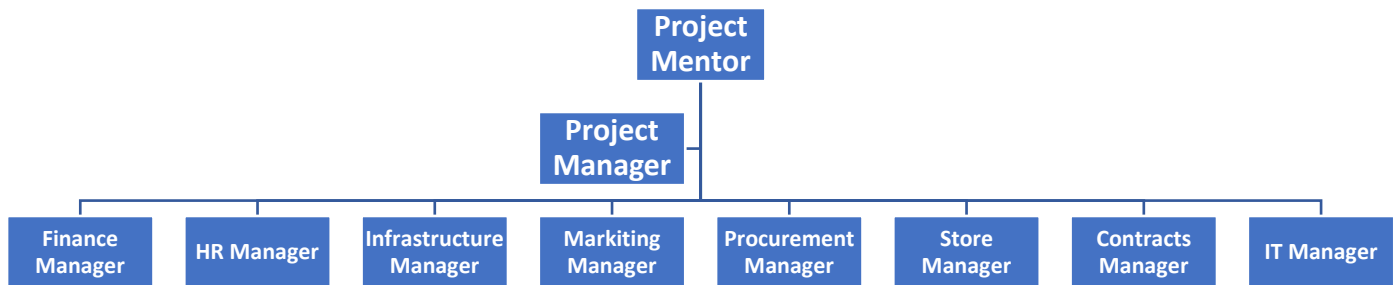
➤ **Lab analysis**

A laboratory analysis must be conducted on random samples selected from each batch. The end report of the laboratory analysis should ensure that the product quality complies with the required standards. Any failure should be brought to notice, and corrective measures are to be taken.

**e) Team Member Breakdown**

The **organizational chart** is the skeleton of any company, organization, or institution.

The organizational chart aims to find organizational units in the form of a pyramid linked to each other through links, authority, instructions, relationships, and orders. For some individuals to issue orders to other individuals in a way that works to achieve efficiency and rationality, the organizational structure is a building that defines the departments and internal parts of the work, so that it contains administrative levels in the form of a pyramid that works to secure the operations and expected performance of the work and control it for decision-making. appropriate management.





## **Responsibilities and roles**

The following list outlines the roles and duties of the project's key players. `

### **Project Mentor**

- Key business decision-making related to the project.
- Approve project scope changes.
- Ensuring the availability of resources.
- Communicating the goals of the project to the organization.

### **Project Manager**

- Project plan development.
- Managing deliverables according to the plan of the project.
- Selection of project staff.
- Task assignment to project team members.
- Project status report to upper management

### **Finance Manager**

- Fundraising for the project.
- Preparation of financial forecasts and statements.
- Releasing funds for the project.
- Overview of operational procedures

### **HR Manager**

- Recruiting new staff related to the project.
- Conducting reward and recognition programs
- Procurement Manager
- Handling external consultants.
- Negotiating with suppliers.

### **Infrastructure Manager**

- Coordinating with the design firm.
- Responsible for the design and upkeep of the stores.

### **Marketing Manager**

- Selecting and coordinating with the farmers and suppliers of food products.
- Handling the advertising firm.
- Overseeing and preparing the budget.
- Developing marketing strategies.
- Documenting product specifications.
- Monitoring customer satisfaction.

### **Procurement Manager**

- Find viable suppliers and start working with other businesses and organizations
- Bargaining with outside suppliers to obtain favorable.
- Approve the purchase of essential products and services.
- Complete order and delivery information for purchases

### **Store Manager**

- By educating, inspiring, guiding, and offering feedback to sales people, you may achieve your sales goals.
- Ensure high client satisfaction levels through providing superior service.
- Complete shop administration and make sure regulations and procedures are followed
- Maintain high standards for visual merchandising and shop condition.
- Offer creative suggestions to expand market share.

### **Contracts Manager**

- Negotiating, debating, creating, and analysing the terms of business contracts
- Serving as the primary point of contact for suppliers, site managers, and project coordinators
- Collaborating with other parties to make sure that everyone is aware of their roles and obligations
- Ensuring that construction projects adhere to the specified technical requirements

### **Contracts Manager**

- Plan, coordinate, oversee, and assess IT and data operations
- Recruit, train, and coach employees, communicate work requirements and evaluate their performance are all ways to manage an IT staff.
- Make sure backup systems, network access, and data are secure.

## **2- Northern HSR: Bangkok – Chiang Mai (Japanese project)**

The Japanese bullet train technology will be applied to the completion of this project (Shinkansen). Chiang Mai and Bangkok will be connected by a high-speed rail line. The project is expected to cost 100 billion baht in total. This will be built with JICA's financial support.

## A) Reasons to accept to build the project

### Financial feasibility

- Low breakeven time.

Financial Feasibility without considering the operational cost

Total Cost per the project 100,000,000,000.00

The maximum per passenger cost is 1,200.00

Estimated travel time per day 100,000.00

Per day income 120,000,000.00

number of days to break even 833.33

According to the projection, the total costs that spend on the project can be recovered within the first 900 days of operation which is roughly two and half years. After that period the project will generate profit. After three years of the time.

- Future projections of High EIRR

According to Hongtong, (2022) Economic internal rate of return (EIRR) of this project is

14%. This seems like it is a low figure but as a point of view of the opportunity cost if the

government can absorb the low return of the first three years or any other investor can bare the

low revenue, the profit margin after three years will be increased and eventually, ERR will be high.

- **The expectationon of future increment of the number of passenger**

Even though the cost of transport in the initial stage will be high, after the break even time the cost can be reduced and the number of travelers can be increased back to may maybe000.

Or an an extremely profitable level of 50,000 per day.

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

## **2. Reduction of the number of station**

A number of the stations in the initial phase can be reduced based on a study carried out to find the number of potential travelers that use each station. This will help to reduce the initial cost and reduce the breakeven time and also the operational cost. After passing the breakeven time, the investor can spend a portion of the profit to develop those stations one by one and connect.

## **3. Economic impact of the reduction of the travel time**

According to David Luekens, (2021) after the end of the total HSR project, the travel time between the two airports in Bangkok will be less than 20 minutes and when Chiang Mai is connected to the airport it will also reduce the travel time drastically. This will give a positive economic impact on Thailand's economy. Values that are created by the reduction of the commute

times of the potential of 30,000 passengers per day will add to the economy of the country.

Thailand is also famous for its traffic jams. This will help to reduce that traffic and reduce traffic created by the busses.

## **B) Additional ways for the HSR to earn income**

### **1. By increasing land values**

By connecting the edges of the country to the busiest airport in the country by reducing the travel time substantially, the land prices of the HSR connected area will be increased.

According to the reports the land has already been valued at over 50 billion.

Lands that are owned by the HSR at the end of the project will create various investing potentials for the owner of the HSR. The HSR can use these valuable land assets to various projects.

### **2. By 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 hotels around the country.

### **3. By introducing luxuries traveling compartment**

The HSR can provide luxurious business class compartments to the clients who seek. The company sells various items during long-distance travel including food, liquor, and souvenirs.

#### **4. Provide high-speed goods transferring facilities to the various vendors who trade**

with Eastern economic corridor.

When the EEC is fully operational there will be a high demand for good transportation in fast roots. The railway can cater to this by having trade agreements with international parcel services such as DHL and FedEx. Also, the railways can be used as a good shuttling gateway to the EEC.

## **Conclusion**

Due to the increased initial investment that the investor must bear, every high-speed railway project anywhere in the world could be expensive. Due to the early estimations of potential daily train riders being notably low, even this idea raises some questions. However, if the corporation funding the project is able to absorb losses for the first two years, the long-term advantages of the initiative can outweigh this expense.

The Eastern Economic Corridor (EEC), which is being aggressively promoted by the Chinese government, would now have quick entry points thanks to the initiative. Future economic growth from this project, which will be the largest in Asia, will be enormously beneficial to the Thai government. Given these and the other topics covered above, it is recommended that the project be launched even if it initially generates a loss of money.

I propose that the Thai government form a partnership with the investor to shoulder the initial losses by providing financial and tax advantages. A percentage of the project's cost may also be contributed by the government.

## References

- 1- Olaf Passenheim (2009) *Project Management*: 1<sup>st</sup> edition - Bookboon
- 2- Terence J. Cooke-Davies (2011) *Aspects of Complexity*: Managing Projects in a Complex World. Project Management Institute.
- 3- Antonio Nieto-Rodriguez (2021) *Harvard Business Review Project Management Handbook*: How to Launch, Lead, and Sponsor Successful Projects HBR Handbooks
- 4- Eric Verzuh (2005) *The Fast Forward MBA in Project Management* - John Wiley & Sons.
- 5- Harold R. Kerzner (2003) *Project Management*: A Systems Approach to Planning, Scheduling, and Controlling – Wiley.
- 6- Raymond E. Levitt, (2011) *Towards project management 2.0*: article,
- 7- Joseph Heagney (2016) *Fundamentals of Project Management* - AMACOM.