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COVER PAGE AND DECLARATION

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Introduction:

Aspire International aims to expand its business, through its intention to launch a fitness club project, a multinational company headquartered in Sweden. From the establishment of this project, Aspire seeks to expand its business in order to increase profits. This new project targets developed and urban areas with a large consumer base and target customers for this type of business, where it is planned to establish a fitness club and spa on a membership basis. Upon completion, this project will provide various types of facilities and services to its visitors such as private healthcare system, spa, sports facilities, swimming, yoga classes, aerobics classes and personal training. The company planned to provide a large area to accommodate exercise areas, swimming pools, yoga lessons, etc., so the company targeted an urban area for the construction of the project, where the area allocated for this amounted to 350 square meters. The working paper has been prepared to discuss the project's budget, risk analysis, quality control processes, details of required funds, competition for the project and team members. The company is investing in this project with the aim of providing services that maintain the health and fitness of the city's residents, through innovative ideas that the project provides to you at a reasonable cost less than that offered by competitors.

A project proposal for Aspire Corp

The feasibility study is one of the most important and preferred steps for owners of new projects, and from the reality of my responsibility as a project manager, the preparation of the feasibility study for the three projects has been considered in order to find out which projects are the most successful in achieving the goals to be achieved and reached by the company in the future. Where the feasibility study shows what is expected to be achieved from the economic and material return of the project, as well as the size of the profits achieved, and what is the total cost of the project?

Establishing a feasibility study for any project has many objectives, the importance of which are the following:

The feasibility study serves as a guide for investors when comparing the available opportunities and determining which one is the most appropriate. It helps to identify the most appropriate investment opportunities and to know the alternatives. Good preparation for the feasibility study identifies the tasks, organizes them, and provides all the necessary information that is relied upon during the implementation of the project. The potential outputs of the project, whether good or bad, are determined before the decision to invest in the project. It provides the necessary qualitative information that helps decision makers. The feasibility study allows investors to learn about the expansion programs and plans of companies. And help in identifying and knowing the types of techniques and tools used. It also defines precisely the methods to be followed in marketing and works on the use of advanced marketing studies in a focused manner. The importance of the feasibility study appears greatly in studying and managing risks, identifying the problems expected to be faced, such as logistical problems, and working on developing proposed solutions to them and developing appropriate plans to deal with them. One of the objectives of the study is to clarify the return on investment from the invested money and to prove the ability of project implementation to achieve the return that investors expect to achieve.

After presenting the prepared feasibility studies, it was decided to choose the establishment of a health resort and fitness club with an annual membership system. Implementation of the project begins with determining the site to be built on and purchasing it with contracting with a company specialized in building and construction operations and preparing the designs for the building according to the needs of the project, and the implementation is according to a specific timetable for delivery. Then the buildings are handed over to a company specialized in the final finishing works of buildings and all sports units. Coordinating the supply and installation of the necessary security means such as cameras, surveillance equipment, and the installation of firefighting and civil protection systems. And contracting to supply sports equipment and tools for fitness halls and various activities according to the technical specifications that were specified in the feasibility study. And finally, the processes of selecting and appointing work teams according to the job description, the requirements of each job, and the plan to start training employees. And up to the trial run period of the project, which is a special period to find out the results of the training of the work teams and review the full readiness to start operating in full. The company has assigned a Human Resources Manager, Finance Manager and Procurement Manager, all of whom have been assigned to meet the project needs under the project manager's management.

It was agreed to contract with companies specialized in various works related to the implementation of the project's stages. Where a leading contracting company was chosen to carry out the required construction and construction works, and one of the distinguished companies in the final finishing works of buildings, halls and sanitary ware installations. A company specialized in the supply and installation of sports and fitness equipment. And one of the private companies for civil protection work to supply and install means of fire protection. A company specializing in cameras, surveillance and security systems. And a leading company in establishing databases and data protection programs. An agreement was also made with one of the companies responsible for cleaning work and a contract to supply the

tasks of preventive measures and sterilization. Coordination was made with the Human Resources Director on the plan to appoint the work teams according to the project implementation stages, after the process of determining the jobs required to operate the project, setting the job description for them, determining the qualifications and skills required for each job, and determining the appropriate wage structure for each job.

Project Budget:

The estimated budget of the project can be determined by defining its aspects and working to determine the minimum budget for all things, taking into account everything related to maintaining the qualities.

The budget estimates can be presented as follows:

| Item | Amount |
|--|--------------------|
| Physical Location | 970,000 € |
| Building Architectures | 150,000 € |
| Construct Building | 520,000 € |
| Licenses and Permit | 5,000 € |
| Legal and Processing Fees | 15,000 € |
| Gym Equipment's & Other Equipment's | 270,000 € |
| Security System | 35,000 € |
| Computer Network & POS System | 60,000 € |
| Employees Hiring & Management | 130,000 € |
| Advertising & Promotion | 30,000 € |
| Miscellaneous | 40,000 € |
| Total | 2,225,000 € |

The budget for the project is shown at a total cost of 2.225 million euros, and it contains eleven aspects, it is shown in the cost of purchasing the site, the cost of licensing the project, the cost of building materials and construction work, legal and processing fees, the cost of the point of sale system and the establishment of a computer network, the cost of gym equipment and other equipment The cost of managing personnel and hiring procedures, the cost of marketing, promotion and advertising, in addition

to a miscellaneous cost. A high budget was allocated when choosing the site, amounting to 0.95 million euros, due to the choice of the site along with commercial activities such as shops and markets, where the value of the site is considered effective because it is within an urban area and was chosen with special specifications. It is a one-time investment that has many advantages, the most important of which is attracting more customers, as the urban areas of the project activity represent a great advantage in providing project services to a large base of beneficiaries and consumers. The cost of construction seems high and with some difficulties expected during the implementation of the construction work within an urban area, a budget of 0.52 million euros has been allocated for the construction of the buildings. A multi-utility building will be constructed that will contain swimming pools, spa club, sports areas, yoga and exercise classes, community halls and other facilities that will be allocated spaces and spaces within the building.

The cost of permitting and licensing procedures will be 5,000 euros, and the costs for legal fees and handling fees are estimated at 15,000 euros. Interior designs require an estimated cost of 150 thousand euros, as the architecture of the buildings is characterized by interior designs that vary according to the required programs. The selection of the best high-tech equipment has been studied to create the best fitness club within the region. The process of implementing and linking computer networks and points of sale is one of the most important things and steps for the success of the project, in which employee and customer data are dealt with, stored and preserved. Therefore, the process of selecting, appointing and training employees has been allocated an investment of 130 thousand euros. It is necessary to establish a security system for the project that contains various types of tools such as metal detectors and surveillance cameras. An amount of 35 thousand euros has been allocated for this system. Since the project is new and under construction, an initial budget of 30,000 euros has been allocated to effectively cover the company's need in its promotional campaigns, helping to build a broad base of potential

customers within the project area. An amount of 35,000 euros has been allocated for additional operations that will appear during and after the start of the project. In the end, after reviewing all the aspects that were mentioned, it is necessary to allocate some additional funds that exceed 2 million euros for the implementation of this project. Investing in a membership-based fitness club project is profitable and will be popular with target customers because the company owns a brand in its name, especially as it seeks to provide the best quality at competitive prices.

Risk Analysis:

When preparing for any project, plans for preparedness and management of potential risks must appear. The success of any project is linked to preparedness for risks. We find the different risks that this project will face, such as the safety of equipment from theft, breakage and exposure to malfunctions, security violations and the impact of construction and building work on the places adjacent to the site, setting work times suitable for not disturbing the surroundings and its impact on the agenda, as well as injuries to workers during transportation of supplies and equipment and during operations Building, providing special supplies to deal with the existing epidemiological situation and adhering to preventive and medical measures. For the success of the project, it was planned to select professionally qualified workers, and that selection of trained and qualified workers with experience would enable them to use the equipment correctly and reduce the risk of injuries that they might be exposed to during work. The process of ensuring the quality of the equipment according to the previously agreed upon specifications according to the feasibility study by contracting with a specialized company to supply the equipment according to the required specifications is very important. It is necessary to use a company specialized in data security, database management, and the use of appropriate programs to protect them. It enables project management to identify the programs used in computers, the internal network, and data storage

operations for employees and customers. Updates must be contracted periodically for the protection programs responsible for protecting databases. Internal networks and surveillance cameras. Likewise, during the process of contracting with companies supplying equipment, the periodic maintenance plan must be coordinated.

Feasibility Analysis:

Aspire's project provides specialized training systems and all the necessary modern equipment, in addition to qualified staff and trainers with expertise to target all age groups of customers who seek to maintain their physical fitness. We find the project's vision is to spread the health culture of the public to all ages to enjoy good health, and by using high-quality facilities that are available to them at reasonable prices, through which they can lead a healthy lifestyle. If we talk about the task of establishing the project, it is to provide a variety of health services that enhance the sense of self-respect for its customers for their good health. The project aims, by creating a healthy routine, to make health a priority for its prospective clients, as it is not just a place to exercise only, but a healthy community that bonds with friendships with its pioneers. In establishing the project, the company adopts meeting the material needs of customers by constantly reviewing the latest developments in this field and providing the best available equipment, through which the public can achieve their health and daily practice, and constantly urge them to change their lifestyle in order to reach better health through their access to on a set of programs and exercises that motivate them to do so. Particular attention is paid to recruiting individuals after they have passed health checks, fitness tests, assessments, individual preparation instructions and exercise programming. This strategy includes the search for liaison with individuals to ensure a positive encounter with them, with a willingness to direct the current project workers to build business information

Competitive Advantage:

The competitive advantage of the project, along with the commercial value of Aspire, is to provide the best services within the fitness club and spa and to provide the latest high-tech equipment.

Market Analysis and Trends:

In the society around us, people are increasingly interested in their physical fitness and general health with the passage of days, as people aim to reduce the negative effects of obesity and escape from being overweight because of its bad impact on public health. Everyone has the desire to be fit, and our project makes this possible and easily in the case of subscribing to one of the specialized programs within its sports clubs. Therefore, the direction of Aspire Company to establish that project, through which it provides a competitive service, if it is compared to what is currently in the market. With a huge client base, it targets both adult women and men as well as children, youth, athletes and also the elderly.

Sales Forecast:

A plan has been drawn up aimed at achieving the company during the first year from the opening date of the fitness club and health club, to register the memberships of 400 customers. Three types of membership have been provided that subscribers can obtain, namely (A - B - C), where the value of "A" membership is 9 thousand euros annually, the value of "B" membership is 5500 euros annually and the value of "C" membership is 4 thousand euros. Below is a display of the numbers that are targeted for each type of membership. We find that the number of "C" membership customers is 200, the number of "B" membership customers is 150, and the number of "A" membership customers is 50. Working within the project aims to increase the customer base day by day, which in turn will provide the company with more profits by increasing the number of memberships. Some estimates are provided for the first year of earning.

| Membership | Yearly membership cost | Number of members | Earning |
|---------------------|------------------------|-------------------|--------------------|
| C | 4000 | 200 | 800,000 € |
| B | 5500 | 150 | 825,000 € |
| A | 9000 | 50 | 450,000 € |
| Total Income | | | 2,075,000 € |

Projected Competition Times:

The expected time to complete the construction of the project and put it in actual work is 18 months. During the first twelve months, which begins as soon as the land allocated for the project is received, all construction and installation works for utilities will be completed, followed by installations for monitoring devices, cameras, civil protection systems and fire extinguishing. After this period, 4 months will be completed during which the works related to the finishes, the final decorations, the lighting works, and the receipt, installation and testing of machines and equipment will be completed. During the last three months of the project period, the work teams are selected and appointed according to the requirements that were previously identified. The opening will take place on a partial trial during the middle of the seventeenth month, then the project will be officially completed by the end of the 18-month period.

Quality Control Measures:

Within this part, the measures that are implemented oversight in order to maintain the quality of operations during the project implementation phases are addressed. Where the importance of control operations is evident in avoiding many problems and achieving the success of achieving project goals. This is done in the construction and building phase in accordance with the planned standards, as well as checking the specifications and standards of the tools and devices that are supplied in accordance with the agreed upon. We also find the importance of this when selecting the work team and testing it during the trial run period to determine the efficiency and readiness of the entire work teams. In the end, we can reach the creation of a checklist sourced from the practices that have been carried out to monitor the quality of work as a standard, which can be used to maintain a profitable business.

Training of employees: It is necessary to set criteria for the selection and appointment of employees related to efficiency and experience, and attention to the processes of training new employees, and to take advantage of the partial and experimental period of operation in order to determine the success and readiness of the selected work teams. The goal is to have a strong sales force and efficient business members within all business teams.

Preventive measures: It is necessary to carry out sterilization and disinfection operations periodically during the operating period and to provide hand sanitizers while making sure that the tools are safe and clean during the construction period as well as during the operating period.

Presentation of amenities: the importance of following up on the impressions of the customers, whether it is the first or the last impression. There is also an importance to make sure that all preventive measures are taken inside the changing rooms, waiting areas and areas for practicing various activities, and that all

of them are clean and safe. He also recommends hiring a specialized cleaning company that will be responsible for maintenance work within the public facility.

Team Member Breakdown:

A job description is prepared for each member within each of the different work teams, in addition to the required qualifications and job requirements for appointment, as well as tests for selection and appointment. The project needs to establish different work teams, each with its own specialty and tasks, to work within the fitness club and health club. For each team, a responsible manager is appointed at the head of his team or department, for example, a financial manager, a training and operation manager, a quality manager, a sales and marketing manager, a risk management manager, a specialist doctor for physiotherapy, a manager for the internal maintenance team, and so on.

Additional Funds Request:

A budget of 2 million euros was allocated as an initial budget to complete the project for the spa and fitness club, but after examining the aspects of implementing and completing the project, it was found that the budget will be estimated at 2.225 million euros, where an additional amount will be added to finish this project with the required specifications. The increase in cost is due to the project's choice to use high quality tools and equipment and modern technology for the fitness club and spa, in addition to the high cost of the site based on its choice within an urban area. Customers will be offered the best quality compared to competitors, and the return on investors will be high compared to every year that precedes it.

Conclusion:

Aspire seeks to increase its profits by investing in the expansion of its business and is done for you by establishing a fitness club and spa with a membership system for subscribers. An urban area was targeted to purchase a site for the project, through which the company could target a huge base of potential customers. The project relies heavily on the brand and brand name of Aspire. A plan has been drawn up to attract 400 clients during the first year of the project in the various categories of available memberships, and these numbers can be increased during the following years. It is possible to achieve more profits along with the return from the project by controlling the operating expenses in a wise manner that does not affect the quality of the services provided. From the above, it is clear that the decision to set up a fitness club and spa is the right choice for Aspire.

Plan to build a new railway in Thailand:

Thailand has indicated its desire to build a new railway plan to link Bangkok and Chiang Mai. Chiang Mai is where the past meets the present where you can see ancient worshippers next to modern buildings. This city was founded in 1296 as the capital of the kingdom of Lanna, and is located 700 kilometers in the green valley north of Bangkok and on the banks of the Ping River. As for Thailand, which is known in the country as Krung Tep Maha Nakhon, it is the most crowded city within Thailand. It contains approximately 12.6% of the country's population and an area of 1,568.7 square kilometers. The origins of this city go back to the Kingdom of Ayutthaya in the 15th century AD, and it is an international center for care Health, transportation and contain many important tourist sites.

The importance of linking the two cities "the reason for the establishment of the railway"

It is very convenient and good to implement a railway with the aim of connecting the two cities. We find Bangkok has great economic importance within Thailand and contains many airports. While Chiang Mai is one of the largest tourist cities in Thailand, so we find the necessity of linking the two cities to increase the number of tourists visiting Chiang Mai and moving from Bangkok, which generates a great return for the country. On the other hand, we find that the railways facilitate access to the city of Bangkok and enable tourists to reach its public facilities easily. It is a city that represents the Thai culture that can be monitored in the city's landmarks, manifestations and streets. It combines monuments, popular restaurants, temples and modern tourist activities.

The total cost of the project:

The distance between the two cities is 750 km. We find that the required and estimated cost to build a railway between the two cities will exceed 100 billion Thai baht, which exceeds what has been allocated and allocated by the Prime Minister to implement this project, so the amount allocated to the project must be increased until it is implemented.

Compensating for the increase in construction costs and realizing the benefit of the project

There are some proposed procedures and plans that aim to compensate for the increase in the value of the construction of the project, where it is possible to develop investment and entertainment plans for the train and its stations. Train revenue, especially since these activities target visiting tourists. It is possible to encourage and stimulate foreign direct investment in the activities available around the project in order to obtain more services such as "transportation service - food services - baggage and parcel services." We can also benefit from creating places dedicated to placing advertising banners inside stations and inside train cars.

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