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Aspire International Corporation: Project Proposal for Aspire Fitness Club and Spa

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1. Introduction

Aspire International Corporation is a multinational conglomerate based in Sweden with a tradition of innovation and growth across industries. Today, the company is one of only a very few who have set up the base to further expand internationally, even as Aspire seeks new opportunities to diversify into yet another industry-health and wellness. In view of an in-depth, comprehensive assessment of a number of potential projects, I hereby declare that the Aspire Fitness Club and Spa is the most promising investment opportunity for me as the lead project manager. The project has been conceptualized to seek a niche in the growing demands of people for high-end health and wellness by offering a unique blend of state-of-the-art fitness facilities and indulgence into luxury spa treatments.

Apart from being just another gym, Aspire Fitness Club and Spa is another luxury destination in the wellness category targeted at providing an unsurpassed customer experience. As has been evident over the past couple of years, awareness has increased among its citizens to maintain a healthy lifestyle, especially among urban professionals who are in search of physical fitness and relaxation under one roof. With its integration of diverse choices of fitness training, personal wellness programs, and luxury spa services, Aspire is well-placed to capitalize on this trend in the realisation of a very lucrative business model.

The proposed project also aligns well with the long-term mission of Aspire towards promoting healthy lifestyles while ensuring that the business is sustainable and scalable. Our membership-based services will ensure that the client base is continually loyal and regular streams of revenue are achieved. Located in a prime high-density urban area, the club will ensure easy accessibility, high visibility, and a large amount of footfall, thereby further augmenting its market potential. This location, together with superior services, will give Aspire Fitness Club and Spa the differential edge over competitors and provide the launch pad for expansion into other regions.

2. Project Overview

The Aspire Fitness Club and Spa is envisioned as a luxury, fully-equipped facility on approximately 2,500 square meters located in one of the busiest parts of the city. A spacious area such as this will enable the creation of a multi-functional gym and wellness area for those who enjoy working out and others who would like to unwind and revitalize their body. It will be located in such a locality, which is a conglomeration of high-class people to afford such a service, near the large business centers, residential colonies, and shopping areas for a continuous stream of potential members.

The center will have a fully-equipped gym, featuring state-of-the-art cardio and resistance-training equipment; it will have accommodations for all types of clientele. Private training areas will be exclusively devoted to one-on-one coaching with certified personal trainers for those who prefer more personalized attention. In this regard, members will be assured of personalized workout plans designed around their unique needs and goals. The facility will also host group fitness studios, which will have a variety of classes including yoga, Pilates, Zumba, and aerobic classes. These aerobics shall be meant for bringing a sense of community and serving a wide range of preferences about various exercises.

Additional facilities would include a spa area within the Aspire Fitness Club, which adds to the realm of wellness. It will provide its members with luxury services in the form of massages, saunas, steam rooms, facials, and beauty treatments. These services can be part of the membership packages and otherwise provided a la carte to non-members as an added revenue stream.

It will also have luxury locker rooms with high-end facilities in order to make the members' preparation and unwinding before and after workouts smooth and comfortable.

This will involve attracting 5,000 members in the first year, charging €50 per month. The estimated time that this project will be in full operation is 18 months from acquisition, and a budget starting from €2 million to also cover construction, equipment, staffing, and marketing.

3. Project Budget

The initial project budget is €2 million, allocated as follows:

Category	Estimated Cost (€)
Construction/Lease	€1,200,000
Equipment and Materials	€300,000
Marketing & Promotions	€100,000
Salaries & Training	€250,000

Category	Estimated Cost (€)
Contingency	€150,000

The total starting budget of the Aspire Fitness Club and Spa will be €2 million, well allocated in all the aspects that will be necessary for successful operations. This will help to make sure a smooth path is followed from property purchase and construction to hiring and training of staff without compromising its flexibility for unforeseen expenses.

- **Construction/Lease:** This is the biggest share and will be used to purchase a prime property in one of the urban locations that are highly demanded. This will ensure that the club is strategically located at a place with a lot happening, with access to potential members. Besides buying or leasing the building, a considerable amount of money shall also be used to renovate the facility to meet specific needs. This includes space conversion solely for the gym, spa, group exercise areas, lockers, and reception. All facility renovations should be converted to the most updated local building codes to maintain safety and ensure that legal compliance is retained.
- **Equipment and Material Costs (€300,000):** This will be the backbone of our company, as high-quality fitness equipment is indispensable for any club. In this category, cardio machines such as treadmills, ellipticals, and stationery bikes, including strength-training machines, free weights, and other ancillary accessories of the gym, will be purchased. Other than for this fitness equipment, the spa also requires superior-quality material on massage tables, sauna installations, and skincare products for the complete wellness experience.
- **Marketing & Promotion (€ 100,000)** A strategic marketing campaign will be undertaken three months prior to the grand opening to create hype and pre-book initial memberships. The marketing budget shall be utilized in social media advertising, liaison with local influencers, and traditional media campaigns. Thereafter, it is highly recommended that a grand opening event showcasing the club's facilities and amenities be staged, along with special packages for membership and promotional offers to attract early adopters.
- **Salaries & Training (€250,000):** The club will hire the highest-skilled group fitness instructors, spa therapists, and support staff to facilitate a superior customer experience. This section of the budget will cover salaries and training to keep service consistent. The focal areas of training and thus equipping staff to be well-rounded and professional include customer service, fitness skills, and wellness treatments.
- **Contingency (€150,000):** Contingency will be allowed for the purpose of tackling any unexpected expenses that arise during construction, equipment installation, or the launch phase. This will ensure that the project stays on course without sacrificing either quality or timeline.

This forms the best budget plan for developing Aspire Fitness Club and Spa, leaving enough room to respond to any challenge that might arise during actualization.

1. Risk management

Risk management is, therefore, an important ingredient in the successful operations of the Aspire Fitness Club and Spa project for smooth operations and profitability that is long-term. The following are some of the key risks along with mitigation strategies:

Economic Risks: Economic recessions drastically reduce disposable income, and as such, fitness memberships and spa treatments may be cut back in favor of spending on basic needs. In line with this strategy, the club will offer various levels of membership to accommodate short-term members and provide economies of scale during recessionary periods. Plans for special promotions and pricing can also be devised to help maintain patronage.

Operational Risks: Delays in construction or equipment delivery are a real threat to the timeline of the project. To avoid this, Aspire will negotiate strict contracts with suppliers and contractors, laying down clear deadlines and including penalties for late delivery or non-performance. This, besides regular project reviews and progress checks, will ensure that timelines are adhered to.

Competitive Risks: The fitness and wellness market is highly competitive, with a number of well-established brands. Aspire will offer the highest levels of customer service, a luxurious environment, and innovative wellness programs that integrate fitness and leisure. Attention to excellent customer experiences will provide the point of differentiation for Aspire.

Health and Safety Risks: Since it is a health-conscious industry, high standards of cleanliness and safety should be ensured. Aspire will adopt strict sterilization programs, regular health checks, and complete training for the staff to assure compliance with health regulations and minimize risks associated with customer safety.

5. Projected Completion Time

The project timeline is estimated at 18 months, broken down into four main phases:

Phase	Duration
Phase 1: Location Acquisition	2 months
Phase 2: Construction & Installation	10 months
Phase 3: Staff Hiring & Training	3 months
Phase 4: Marketing & Launch	3 months

Since the entire development process in the Aspire Fitness Club and Spa has been carefully divided into four phases, it would, in theory, guarantee the facility's successful completion in a period of 18 months. Below is each phase in greater detail:

Phase 1: Location Acquisition This first phase involves identifying the ideal location for the fitness club. It needs to be at the heart of a high-density urban area, be easy to access, and have good visibility to attract prospective members. Once the ideal site is found, negotiations for lease will be done and firmed up. Also, all licenses necessary to start the operations at the proposed place will be obtained during this stage and confirmation that the project complies with zoning laws, construction regulations, and safety codes. This stage is going to be very crucial and requires close liaison with legal and regulatory experts in order to avoid any delays.

Phase 2: Construction & Installation Once the location has been secured and the permits obtained, construction will begin. This phase will involve not only renovation of the existing structure, where applicable, but extensive interior design in creating a welcoming and luxurious environment. This will include the gym, spa, group fitness studios, and locker rooms. It will involve local construction, with fitting involving modern equipment. Architects, contractors, and equipment suppliers will be engaged during this stage of development. Equipment installation in these areas will fall towards the tail end of this phase, readying the facility for operations.

Phase 3: Staff Hiring & Training :During this phase, when the construction is almost complete, staff recruitment and training will be engaged. Such positions will be included in this category as fitness instructors, spa therapists, front desk, and administrative staff. There shall be a formal designing of a detailed training program in which all the employees shall be well equipped with the skills of delivery of quality customer care, maintenance of cleanliness and safety, and use of proper equipment.

Phase 4: Marketing & Launch :The last three months will activate the marketing campaigns to build hype and create awareness. This shall be a combination of promotions on social media, influencer partnerships, and community engagement activities aimed at prospective members. An early bird promotion with special offers will be done during this time to attract memberships in advance of the grand opening.

If this timeline is followed, then it would take 18 months before Aspire Fitness Club and Spa can finally operate and offer its services to the highest level possible.

6. Quality Control Measures:

This business will be based on quality in order to maintain the standards of Aspire Fitness Club and Spa throughout its lifetime and ensure the best possible reputation. A variety of quality control measures will be in place in ensuring that the best possible services are delivered through the stages of the project, right into the running of the club. These will ensure the facility is built and managed in line with the best within

the trade.

Construction Inspection: The work of quality control will begin on-site during the construction process. Regular inspections will be required to ensure all construction works are done to the highest standards, and the facility conforms to the local building code and safety regulations. Inspections are to be made at certain milestone events in the building process: right after the foundation has been laid, during the installation of electrical and plumbing systems, and while interior work is in progress. Of course, immediate corrective actions will be taken to rectify any deficiencies found in these inspections with a view not to delay the schedules but to turn out a structurally sound and safe building for future use.

Agreements with Suppliers: Aspire will work with reputable suppliers for equipment and all types of materials, ensuring quality of the highest order. It is within these agreements that strict quality assurance protocols will be laid out with the expectation that every type of equipment related to fitness machines, spa equipment, and materials meet the accepted standards to do with durability, safety, and functionality. The communication shall be regular with the suppliers to guarantee timeliness in equipment delivery and resolution of issues promptly. This will minimize the risk of adverse impacts on the overall project timetable due to faulty equipment or late deliveries.

Training of Employees: The employees of Aspire Fitness Club and Spa will be the real instruments in offering quality service to customers. For this, employees will be put through detailed training programs on a few key areas: customer service, hygiene, expertise in the respective areas of fitness/wellness, and operation of equipment. This will equip employees to offer extraordinary services and keep the facility clean and safe while offering personalized services of fitness and spa treatment that exceed customer expectations.

Customer Complaints and Feedback Mechanism: Upon rolling out, Aspire would follow through with instituting a customer complaint and feedback mechanism. Such a mechanism will be put in place to ensure, in good faith, that members find it plausible to share insights and remarks relating to their experiences. It shall be designed to have multiple channels through which customers can give their feedback on digital platforms, comment cards, and surveys. Through closely monitoring such feedback, this should not be hard for Aspire to take prompt action regarding any problems it may be having, besides building up continuous improvement of its operations towards high levels of customer satisfaction and loyalty over time.

These steps will help Aspire Fitness Club and Spa achieve and maintain the high standards that assure long-term success and a good brand reputation

7. Team Member Breakdown

The Aspire Fitness Club and Spa is a project that encompasses successful execution by a dedicated and skilled team operation. Each member of the team will play his critical role in the successful completion of this project on time, within budget, and to the highest quality standards possible. The team members shall be organized into key roles as highlighted below, their responsibilities, and contributions.

- **Project Manager:** The project manager will be the backbone of the whole operation. He is supposed to oversee every aspect of the project, starting from the very inception to the very end. This includes making sure that all phases of the project, right from the acquisition of the site, construction, staffing, and launch, are executed according to schedule and budget. The project manager will be the central contact person for all stakeholders, contractors, suppliers, and any members of his internal team. He shall be responsible for risk management, the resolution of issues, and making decisions of importance that put the project on course. The project manager shall hold regular meetings with his team to review progress and make whatever changes may be necessary to keep the project on target to achieve the goals set out.
- **Construction Manager:** The construction manager shall be responsible to the project manager, and shall manage the physical development of the Aspire Fitness Club and Spa. This shall include daily activities involving contractors, architects, and construction workers to ensure that the building is completed on time and within the set budget. The construction manager shall be responsible for the proper execution of the design plans and full compliance with all building codes and safety regulations. He shall further organize the delivery and installation of all equipment, such as fitness equipment and spa facilities, along with other interior components. To avoid delays, the construction manager will then maintain a very close rapport with suppliers to ensure that materials will arrive on time and meet the required quality standards.
- **HR Manager:** A successful fitness and wellness center needs good personnel, which makes the role of an HR manager very important. The HR manager will be responsible for the recruitment and hiring process, including choosing the best professionals such as tutors of fitness, spa therapists, administrative employees, and support staff. Besides recruitment, the HR manager will also be involved in designing and implementing comprehensive training programs to ensure that all employees are fully equipped and dedicated to delivering excellent customer service and the quality standard that defines Aspire. The HR manager will also be responsible for the onboarding process in smoothly bringing the employees on board. Also, the HR manager will keep track of employee satisfaction and performance appraisals to maintain the team's motivation for the company's objectives.
- **Marketing Lead:** He/she will be responsible for developing and implementing a high-intensity marketing plan right from the pre-launch phase to post-launch promotions. This will involve being responsible for social media campaigns, influencer relationships, event organization, and above-the-line advertising to drive interest and awareness in the Aspire Fitness Club and Spa. The lead in this position should draw on a strong brand identity to which the target audience will relate; the lead needs to communicate premium services with luxurious feelings associated with this club. The marketing lead will, therefore, be pivotal in driving customer engagement and

securing early memberships that are paramount to the successful opening of the facility and sustained growth in membership thereafter.

- **Financial Analyst:** The project finances are a critical aspect of this project that requires attention to detail. The financial analyst will track all expenses and revenues, hence keeping the project within the set budget while maximizing profitability. This will also involve budgeting, cost control, financial forecasting, and break-even analysis. The financial analyst shall liaise with the project manager in pin-pointing avenues that cost can be saved and the viability of the project throughout its life cycle. Post-launch, he will keep a tab on the financial performance to hand out insights on how to optimize operations and improve profitability.
- **Assurance/Quality Team:** The quality assurance team needs to be assigned the general outlook of Aspire Fitness Club and Spa in regard to matters of safety, hygiene, and customer service. This will be one team that puts in place stringent measures to keep the environment clean and safe at all times; this will involve areas with high traffic, like the gym, spa, and locker rooms. The quality assurance team will make regular checks of equipment and facilities to ensure everything is in proper working condition and within the breadth of safety. They will be working with the HR manager in ensuring that best practice training for staff will not only provide a clean environment but also welcoming. The quality assurance team will be monitoring customer feedback and use that data to make continuous improvements in the services being offered.

Each of these roles plays an important function in the Aspire Fitness Club and Spa project. Combining effort and expertise, this project is on course to have the club opened on time and running smoothly, providing an excellent experience for all its members.

8. Additional Funds Request (if needed)

Although the preliminary budget of €2 million has been duly used to cover the main areas concerning the Aspire Fitness Club and Spa project, there is always room for unexpected costs in development. If there are unforeseen expenses with regard to the project, such as increased construction material prices or additional marketing activities, for example, we will require further funds to competently complete the project. We believe that such contingencies could require an additional amount of about € 500,000, based on current estimates.

The need for an increase in funds is to accommodate scenarios that may arise, such as increasing our marketing team to give people a more dynamic awareness of the brand and to penetrate the highly competitive market, to the replacing of original materials in the spa with ones that would give a truly high-class feel. It is on these bases that Aspire will differ from other fitness centers, particularly those offering so-called luxury.

These, in turn, would surely give a huge ROI to these invested funds. We would anticipate, by investing into superior materials and much longer marketing, not only an increase in the rate of membership but also in improving customers' loyalty as well as brand recognition. This would mean faster growth of membership, faster break-even, and long-term profitability with market leadership.

9. Conclusion:

Conclusively, the Aspire Fitness Club and Spa provides a strategic and profitable opportunity for Aspire International Corporation to further expand and diversify its business into the growing health and wellness industry. The project is well placed to take advantage of the high demand for luxury fitness and spa services in the market today and will place Aspire at an enviable position in the competition. With proper planning, a well-executed marketing strategy, and a firm commitment to maintaining the highest standards of quality, Aspire Fitness Club and Spa has the potential to become not only a flagship company but a shining example of the company's innovative spirit and commitment to excellence.

This blend of high-tech exercise equipment, customized wellness programs, and extensive spa services will cater to every kind of client, from the casual user to the aficionado in search of exclusive customer satisfaction along with long-term profitability. Furthermore, strategic location and competitive pricing for membership will strategically help place Aspire at an advantage over other fitness centers, which can only lead to gaining a committed customer base.

As a result of the implementation of this project, there will be great revenue for Aspire International Corporation, and at the same time, it will provide an opportunity for further expansion in other cities and regions. It may also serve as a pilot project which will set the ground for future growth in becoming a leading health and wellness company and help solidify the Aspire global brand.

1. Kerzner, H. (2021). *Project Management: A Systems Approach to Planning, Scheduling, and Controlling* (12th ed.). John Wiley & Sons.
 - This book provides a comprehensive guide to project management methodologies, including budget planning, risk analysis, and team management.
2. Meredith, J. R., Shafer, S. M., & Mantel, S. J. (2020). *Project Management: A Managerial Approach* (11th ed.). John Wiley & Sons.
 - This reference outlines strategies for managing project risk, budget allocation, and time schedules, which are crucial for the Aspire Fitness Club and Spa project.
3. Schwalbe, K. (2019). *Information Technology Project Management* (9th ed.). Cengage Learning.
 - Though IT-focused, this book offers useful frameworks for project completion timelines and quality control measures that can be applied to any project.
4. Slack, N., Chambers, S., & Johnston, R. (2017). *Operations Management* (8th ed.). Pearson.
 - This resource covers operational efficiency, quality control, and employee management, all of which are key to ensuring the success of a fitness club and spa.
5. Pinto, J. K. (2019). *Project Management: Achieving Competitive Advantage* (5th ed.). Pearson.
 - Pinto discusses project viability, budgeting, and leadership in project teams, which aligns with managing team roles and financial analysis in your proposal.
6. PMBOK Guide (2021). *A Guide to the Project Management Body of Knowledge* (7th ed.). Project Management Institute.
 - The PMBOK guide provides industry-standard practices in project management, including risk management, project life cycle, and stakeholder engagement.

