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1- MUH Project

a- Introduction

MUH cafe is a leader in the sales of coffee and confections throughout the Saudi Arabia. In the first year, MUH's products were offered nationwide from 2 locations; within the next 5 years, that number rose to 15 outlets and maintain a reputation for superior taste and quality. MUH's sales grown over the past 8 years in KSA, all studies which is coming from government says that the number of tourists will increasing up to 70% plus number of populations in capital will increase up to 30% as per vision 2020. Significantly less growth is occurring now. The shift in the economy towards online coffee and confections sales is a major contributor to this growth rate's stalling. We want to import fresh organic coffee from Brazil, which indicates that the market for coffee and confections is robust and will continue to grow over the next five to 10 years. By utilizing current technologies, industry practices, and an aggressive marketing and sales effort, MUH may benefit from online marketplace and accelerate the company's growth plans for the foreseeable future.

b- Budget of Project

In the table below, the projected financial results for MUH's addition of an outlet and an online sales platform are underlined. These numbers take into account anticipated online sales, extra staffing demands, shipping, material, and insurance costs, contract assistance for IT and training requirements, and web server and hosting costs.

- The budget was developed using research 2.9M.
- The following assumptions underlie these projections:
- In-store sales forecasts are unchanged.

- All milestones are met on time, and all transactions are completed annually with no carryover to the following year.

Measure	Year 1	Year 2	Year 3	Year 4	Year 5	5 year total
Outlet & Online Sales Projections	350,000	425,000	500,000	650,000	800,000	2,725,000
Additional Staffing Costs	160,000	170,000	200,000	235,000	255,000	1,020,000
Projected Material, Shipping, Insurance Costs	42,000	58,000	70,000	78,000	84,000	332,000
Additional Web Server and IT Hosting/Maintenance	22,000	25,000	30,000	35,000	40,000	152,000
Training for Sales and Marketing Staff	75,000	0	0	0	0	75,000
Contract for Design, Build, and Implementation of Online Store	100,000	0	0	0	0	100,000
Total Additional Costs for Online Sales	399,000	253,000	300,000	348,000	379,000	1,679,000
Cash Inflow	-49,000.00	172,000.00	200,000.00	302,000.00	421,000.00	1,046,000.00

c- Risk analysis

According to study of project. We draft SWOT based on the showing figures

<p>Strength (internal):</p> <p>Saving cost since most sales will be online.</p> <p>Qualified staff with strong staining</p> <p>Large inventory to decrease the cost in purchasing from 2nd year.</p>	<p>Weakness (internal):</p> <p>In case there's crisis, the large inventory going to be expired. We've to do promotions to push the sales</p> <p>High cost for qualified staff</p>
<p>Opportunities (external):</p> <p>New concept</p> <p>High demand consumers in GCC</p> <p>The currency almost stable, no lose for import & export since most of items are coming overseas.</p>	<p>Threat (external):</p> <p>New competitors</p> <p>Increasing cost</p> <p>All outlets are rented location</p>

d- Projected competition times

To be successful, MUH must differentiate itself from competitors to appeal to customers in the online marketplace although we're going to concentrate in our sales in normal outlets. To do this, Complexity of the product or service - more complex products or services may take longer to develop and bring to market, giving competitors more time to catch up or surpass the company's offering.

Market demand - higher demand for a product or service could lead to more competition and shorter competition times, as companies rush to capitalize on the opportunity.

Industry trends - if a new trend or technology emerges in the industry, it could create new competition or change the competitive landscape, potentially shortening or lengthening competition times.

Regulatory environment - regulatory hurdles could slow down the development and launch of a product or service, potentially giving competitors more time to catch up.

A corporation must take into account additional criteria unique to its sector and its product/service offering in order to project the time it will take for competitors to enter the market or create equivalent goods and services. The competitive landscape could always alter due to unforeseen circumstances, therefore projections are not guarantees. Compared to the direct mail marketing that MUH now employs, the costs of electronic marketing communication are quite low. The increased revenue from internet sales will far offset these additional expenses for electronic marketing.

It is significant to mention that the marketing and sales team at MUH will need instruction in internet marketing and sales techniques. As part of our launch expenses and timetable, we will need to hire a training provider to deliver this training.

Based on that, project, and don't see same concept in other brands. Even some customers are not easy to change them favorite brands. Step by step we'll publishing new variety to retain new customer in our new brand.

This study may take 18 month to be more known in KSA and start up in other GCC countries with same concept.

From project clearance until the launch of the e-commerce site, the MUH sales campaign is anticipated to take six months. There are currently many of the building blocks for this platform, including high-speed internet and web server capacity. An overview of several key milestones for this program is provided in the timetable below.:

- 1st month: Initiate Project

- 2nd month: Project kickoff meeting

- 3rd month: Complete outlet site design

- 4th month: Complete testing and soft opening

- 5th month: Complete beta testing trials of online sales site

- 6th month: Go live with site launch

A thorough schedule with tasks and deliverables made by the designated project team following approval of this project..

f- Measures of Quality control

It is advised that MUH'S accept the online sales initiative and launch the project based on the facts provided in feasibility study. The results of feasibility study demonstrate that project will be advantageous to the company and has a high likelihood of success. Here are important conclusions:

Technology:

- Ecommerce infrastructure will be farmed out to a vendor.
- allowing MUH'S to share risk and use existing technology to reduce project risk.
- Once installed, this technology is inexpensive to maintain and easy to use.

Marketing:

- The market for online coffee and confection sales is expanding steadily.
- MUH'S is able to set itself apart from its rivals and will use incentive programs to target new consumers.

Organizational:

- No new buildings or financial investments are needed;
- Only minor workforce additions are necessary; and there are no organizational structure modifications.
-

Financial:

- MUH'S increase market share by maintaining both an in-store and online presence.
- Breakeven point done early in the second year of business.
- Online sales are expected to represent 25% of overall revenues in five years.
- A move to open stores in a desirable area from which to market its current product line is being considered by MUH. Hot beverage production and prepared food preparation will be our main priorities. Since its establishment, MUH has solely sold its goods from a network of physical stores, with most of

its sales taking place in the regions where its stores are situated. Because of this, MUH has been unable to profit from the expanding trend of outlets in the coffee and confectionery markets. The ability for clients to buy our products from the convenience of their homes allows MUH to sell its products in a completely new market, boost revenue, and open up new business opportunities.

This study has not resulted in any recommendations for changing MUH's present product offerings. Any updates to this product line should be considered outside the scope of this document since online sales will only cover current products.

Upgraded technological capability would be required for an organization named MUH to offer an online marketplace. In general, creating an online marketplace would likely require considerations in the following areas:

- Ecommerce platform - At a minimum, a platform that can manage product listings, shopping carts, payments processing, order fulfillment, and customer data. Examples include Shopify, BigCommerce, and WooCommerce.
- Payment processing - Integrations with payment processors like PayPal, Stripe, and Authorize.Net to accept payments from customers.
- Security - Ensuring the website and customer data are securely hosted and protected against attacks.
- Infrastructure - Sufficient bandwidth, server capacity, and uptime to support website traffic and transactions. As the marketplace grows, infrastructure may need scaling.
- Shipping/logistics - Integration with shipping carriers and methods for handling orders, inventory, and logistics.
- Customer service - Tools and processes for supporting customers with questions, issues, and returns.
- Marketing/growth - Strategies to attract customers and grow the marketplace over time.
- Data/analytics - Tools to track key metrics like sales, traffic, conversions, and customer behavior.

Depending on MUH's current systems and resources, technological upgrades could range from just implementing an ecommerce platform to overhauling the entire technology stack and infrastructure. Hope this overview helps provide some ideas of the major considerations, but without more details on MUH's specific needs and situation, I cannot recommend specific upgrades.

The new concept will be attached with normal café shop module, it will help to be different compared with the competitors. And our planning to be franchise within 5 years in GCC countries.

The main strength point of the project, that hot weather in GCC countries, most on consumers are not able to stay in open area. Arabic culture as well completely different. Most of families are not able to stay in public place with strangers in one shop.

Team member breakdown

It is unlikely that the company's organizational structure will be greatly impacted by the MUH sales effort. Here is a potential high-level breakdown of team members that may be needed to create and run an online marketplace:

- Product Manager - Oversees the overall vision, strategy and roadmap for the marketplace. Ensures products and services meet customer needs.
- Developers - Builds and maintains the technical infrastructure and platform. Could include back-end developers, front-end developers, and DevOps engineers.
- Designer - Creates the visual design, layout and user experience for the website and marketplace. Makes it easy and pleasant for customers to shop and place orders.
- Content Writer - Develops product descriptions, marketing copy, blog posts and other content for the marketplace. Helps customers understand products and make purchase decisions.
- Data Analyst - Analyzes key metrics like sales, revenue, customer behavior and product performance. Provides insights to optimize and improve the marketplace.
- Marketing Manager - Develops and executes strategies to grow customer acquisition, retention and loyalty. Manages things like SEO, social media, email marketing, and partnerships.
- Logistics Manager - Oversees fulfillment of customer orders. Manages inventory, works with shipping carriers, handles returns and customer issues related to orders.
- Customer Support Agents - Provides support to customers through phone, email, chat, or social media. Handles issues, refunds, replacements, and general inquiries.
- Finance/Accounting - Manages finances like revenue, expenses, accounts payable/receivable, payments to suppliers. Ensures compliance with financial rules and regulations.
- Operations Manager (optional role) - Ensures the marketplace runs smoothly by coordinating processes, hiring, resource allocation and facilitating communication across teams.

The specific roles needed will depend on many factors like the size, niche, and scope of your marketplace. But the core functional areas of product, technology, marketing, operations, finance, and customer support are generally required in some form for most online marketplaces.

g- Additional fund requests

The project needs 458K additional fund after 5 years, even we can make profit from 2nd year. The reason of that the price increments in all food production after COVID-19 plus the global crisis.

The additional fund will use to maintain and run the operation.

h- Conclusion

Owners aim to do project with new concept, most of competitors concentrate to get prime location or attractive fitting out & design. In our project the main concern will be quality of coffee and online service with hot item, TAT is most importance for GCC consumer compared with the price, although the price will be normal as well, only organic items will be with high price to cover high cost.

In 5 years, we can locally brand with international experience, also the study was planning to open new branches in other GCC country. Which is have same weather and consumer culture.

2- Bangkok – Chiang Mai high speed railway project

a- Introduction

The Bangkok-Chiang Mai high-speed railway project is a major infrastructure project currently underway in Thailand. The project involves the construction of a high-speed rail line connecting the capital city of Bangkok to the popular tourist destination of Chiang Mai in the north of the country. The project is expected to greatly improve connectivity and transportation in Thailand, as well as boost economic growth and development in the region. This assignment will explore the various aspects of the project, including its background and objectives, the challenges and opportunities it presents, and its potential impact on the country's economy and society. Additionally, the assignment will examine the project's environmental impact and the measures being taken to mitigate any negative effects. Overall, this assignment aims to provide a comprehensive overview of the Bangkok-Chiang Mai high-speed railway project and its significance for Thailand's future development. Thailand has been a civilized nation since the times of Sukhothai, Ayutthaya, and Thonburi. From the Sukhothai era to the Ratemaking era, each king who presided over the nation recognized the value of communication as being crucial to the health of virtual blood that sustains life. The railway is one of the crucial blood channels in the blood line corridor. Except for traffic travelling along rivers and canals, animals such as buffaloes, elephants with howdahs served as the country's primary mode of internal transportation from ancient times until Bangkok was selected as Siam's new capital. These vehicles were already very well-liked by the populace at the time. The Siam Railway from Bangkok to Nakhon Ratchasima was announced for construction on March 1, 109 rupees, or the year 1890, under the rule of "His Majesty Rama V of Rattanakosin".

Prior to the establishment of the Royal Train in 1855, the British Government in India presented the Government of Thailand with a revised treaty of diplomatic relations on June 20, 1826. The Amoy Consul, Sir Harry Smith Parkes, and Governor of Hong Kong, Sir John Bowring, were appointed Minister Plenipotentiaries and travelled by British Navy. To seal off the British mainland, Mr. Harry Smith Parkes proposed a new agreement at the time. Later, he returned to the agreement.

His Majesty King Rama IV sacrificed by the British in honor of Her Majesty Queen Victoria of the United Kingdom. trains that run over rails powered by steam in the manner of automobiles used in the British Isles, including motorcades of locomotives and carriage trailers (the railways are preserved in the

National Museum). Her Majesty Queen Victoria hoped to urge His Majesty King Chulalongkorn to develop the Kingdom of Thailand's railway network. because to the fragile status of the Thai economy and the lack of significant civil disturbance, the train project was temporarily shelved.

Political events that developed later in King Rama V's reign were caused by the growth of the French and British colonies that occupied Indochina's areas. Majesty is aware of the value of rail travel. Because the royal domains could not really be maintained with the usage of the wagon and the river. individuals had a propensity for neighboring nations who resided far from the capital. Consequently, it made sense to construct a railway in the countryside to maintain communication with the provincial borders first. Expanding transport channels (for passengers and commodities) will make it easier for people to travel everywhere, facilitate administrative infiltration and surveillance, and allow for increased public access to wild areas for the benefit of the nation's economy.

After considering several options, the government decided that the first point justified the building of a railway linking Thailand's capital to Nakhon Ratchasima. He gladly founded the train service in October 1890 and gave it up to the Ministry of Public Affairs.

The first section of the Bangkok-Nakhon railway, known as Ratchasima, was auctioned off to the general public as part of the same event by the Bangkok Railways Office.

" The hiring of Mr G Moorea Campbell to construct the first line of a royal railway with a width of 1.435 metres from Bangkok to Nakhon Ratchasima was approved by King Rama V, who also took the royal support to the Ministry of Public Works. Bangkok's train station area opened on March 9th, 1891, and I presided over the ceremonial events that went along with that opening. To honour these significant historical occurrences and to honour His benevolence, the Train Operation created a monument to mark the launch of Royal Train.

The Bangkok-Nakhon Ratchasima railway line was partially completed and put into service in 1896. Thus, on March 26, 1896, King Rama V oversaw the inauguration of the railway station between Bangkok and Ayutthaya, 71 kilometres. opened on March 28th, 1896, and has been used for public transportation between Bangkok and Ayutthaya. A total of 9 stations, including Bang Sue, Laksi, Bangkok, Khlong 6 Rangsit, Chiang Rak, Chiang Rak Noi, and Krung Kao, are served by 4 trains per day in the first phase. Up until now, "March 26" has been selected by the Train Operation as the date of a rail's establishment.

After that, the road from Ayutthaya to Kang Khoi, Mwak Lek and Bac was opened. When the first railway was completed, as per his wish, he thought of building a railway to the other end of his reign, which led to the birth of rail transport in Thailand on October 23, 1910.

The railway line connecting Bangkok and Nakhon Ratchasima (previously known as Korat) has a long and interesting history. Here are some key milestones: 1890 - Construction starts on the Southern Line railway from Bangkok to Phetchaburi.

- 1903 - The Southern Line extends from Phetchaburi to Chacheongsao. 1905 - The Nakhon Ratchasima line branches off from the Southern Line at Pak Chong. Construction starts toward Nakhon Ratchasima. 1909 - The Nakhon Ratchasima line officially opens, connecting the city to the rail network for the first time. 1940s - Several sections of the line are dual tracked to increase capacity.

Present - The railway line is still an important transportation link for passengers and cargo, connecting the capital region to northeast Thailand. The journey from Bangkok to Nakhon Ratchasima now takes around 3.5 to 4.5 hours by train.

The railway has played an important role in Nakhon Ratchasima's development, bringing goods, people and modernity to the region. It helped integrate the city more closely with the national economy and allowed migrants from the northeast to seek work in Bangkok. The line has been steadily upgraded over the decades to cope with increasing demand. A potential high speed rail link could further transform connectivity and transport between these two major cities. In his day, he understood that operating a steam locomotive was difficult and expensive. Moreover, the spread firestorm posed a threat. He therefore placed an order for two diesel caravans from Switzerland for his initial use.

at 1928, machine No. 21-22, the first diesel locomotive, began operating to serve the public (now, this engine is housed at the railway headquarters building so that upcoming generations can continue to learn about the history). Because of his role in the development of a diesel-powered locomotive in Thailand, his name is now permanently inscribed on the side of each locomotive sent there as part of the "Pourachatra Banner" to honour and commemorate him..

The train operation, which began during the reign of King Chulalongkorn, Rama V since 1896, until the end of his reign in 1910, 932 kilometers were opened to public transportation, and 690 kilometers were

under construction. During the reign of King Rama VI, the total length was 2,581 kilometers and 497 kilometers were under construction.

During the reign of King Rama 7, he implemented policies to maintain communications as well as the previous days, but due to the country's economic conditions were volatile, so the construction of the railway was delayed, with an increase of 418 kilometers of railways..

The railway development was not as advanced as it should have been, with 259 km of new railway building, since Thailand had to deal with difficult financial circumstances and World War II. As a result, the train operation under King Rama 8 is unchanged as before.

Regarding the train's operation under King Bhumibol Adulyadej Rama IX, during World War II, the construction materials and the locomotive wheel were destroyed, necessitating a fast reconstruction to restore it to its pre-war condition. The government was compelled to borrow money from the World Bank Fund since it was insufficient to rely solely on investments from the state budget. As part of the loan negotiations, the World Bank suggested restructuring the Royal Train State Department to.

The government of Thailand, under the leadership of Chom von Bur Pebulsonggram, as Prime Minister, decided to administer the train operation separately in 1951. To that end, they filed a bill for the Parliament Railways of Thailand and passed legal law, which would be published in the Official Gazette on December 18, 1951.

The Royal Train was transformed into a public enterprise on June 30, 1951, and began operating on July 1 under the name "The Operation of the Thailand Train."

During the first part of the train voyage, which travels past Bangkok's outskirts, few passengers get to see the city's sights. When the train departs Bangkok and crosses Thailand's flat central plain, it appears to be an endless stretch of rice fields, with just towns and cities as interruptions.

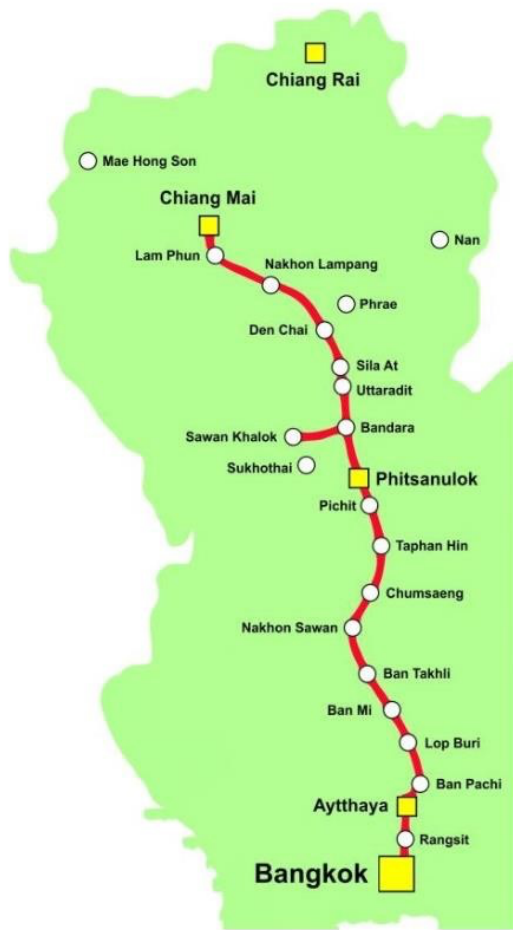
When you get to Lopburi, look out the left side of the train car for the renowned monkey temple, where Macaque monkeys freely walk through the remnants of an old temple. The train track ascends into the mountains from the central plains, and as it navigates the curving lines, it travels slowly. Before reaching Chiang Mai from the mountains, the railway passes through a sizable area with several lakes. In Chiang Mai, relax, take in the food, and take it easy.

The train ride from Bangkok's Hua Lamphong Station to Chiang Mai station can take anywhere from 12 to 15 hours, so choosing a comfortable seat is a must. Don't let the distance feel daunting – this is one of Thailand's most picturesque train rides.

China is responsible for project design and construction. The project includes four routes: 133 km between Bangkok and Kaeng Khoi; 246.5 km between Kaeng Khoi and Map Ta Phut; 138.5 km between Kaeng Khoi and Nakhon Ratchasima; and 355 km from Nakhon Ratchasima to Nong Khai.

The first section of the Thai-Chinese railway project, which connects Bangkok and Nakhon Ratchasima, is currently being built and is scheduled to open in 2026.

two choices for how to get from Bangkok to Chiang Mai: either travel during the day to enjoy the breathtaking landscape along the way, or travel at night. For overnight travel, we suggest reserving a sleeper berth, which is an affordable alternative in Thailand, has the benefit of reducing the price of a hotel room and enables arrive early at your destination after a restful night's sleep For the night,



b- Number of expected stations (State that railway should be built):

- 1- Bangkok
- 2- Rangsit
- 3- Aythaya
- 4- Ben pachi
- 5- Lop buri
- 6- Ban mi
- 7- Ban Takhli
- 8- Nakhon swan
- 9- Chumsaeng

- 10-Taphan hin
- 11-Pichit
- 12-Phitsanulok
- 13-Bandara
- 14-Uttaradit
- 15-Sila at
- 16-Den chai
- 17-Nakhon lampang
- 18-Lam phun
- 19-Chiang mai

c- Additional way for propose railway to earn money:

- 1- Increase number of trips
- 2- Find advertising spaces inside & outside train & stations
- 3- Rent retails areas to serve passengers
- 4- In low season close small stations
- 5- VIP lounge
- 6- High speed train with additional fees
- 7- Evens

Based on that, he the government want to increase the revenue subject to not increase the cost of ticket more than 1200 baht. They need to issue 100 ticket on daily bases for 5 years to cover a 100 Billion baht the cost for project, any additional revenue will consider profit if they keep the operation cost as they planned. The statistic came based on to cover the cost of project on 5 years only and take Avg. ticket price 1200 Baht.

Cost of project (Baht)	100,000,000,000
Avg. Ticket price (Baht)	1200
Number of stations	
Number of working days (5 years)	25
Number of Paid tickets per day	100.9

d- Conclusion

Thailand railway project was very important to link the north & south of Thailand, the number of populations was most issue to solve the traffic issue and make the road safety from other time.

Cost of transportation was the main challenge for the government there. Related the income of Thailand citizen.

Even the project was non-profitable but from other side they were planned to cover the cost at least. Plus, they were planning to decrease the number of crim on highway. To retain more tourists and investors.

Natural areas in Thailand was no easy access before the project, however they were planned to get new income from tourism. The project help them to fix long term plan for that as well.

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