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## COVER PAGE AND DECLARATION

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**I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.**

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## **Introduction:**

The first part of the report includes a research and study of a proposal to establish an Aspire Fitness Club and Spa project in Sweden, where the trend towards practicing sports and fitness games has become very popular due to the interest of young people these days in their external appearance, and the human love in general for perfection, and on the other hand, regular exercise It is an excellent habit because it has many benefits from stimulating blood circulation to preventing a large number of diseases, in addition to the constant activity and confidence it gives to the person who exercises constantly.

As for the second part, it includes expressing our opinion on the feasibility of constructing a high-speed railway linking Bangkok to Chiang Mai in northern Thailand, and what are the proposed ways for railways to earn income.

## **Project Proposal for Aspire Corp.**

### **A) Project Budget:**

The following are the details of the estimated budget for the construction of the gym and spa, noting that the company's management has determined a total estimated cost of the project amounting to (2) million euros:

- Land: Due to the large area required by the project about (10,000) square feet, and after studying the rental prices in the area in which the project will be established, we believe that it is better for the project to be built and implemented by us, so we will initially purchase the land, which has a value of (500,000) euro.
  
- The building: The building includes several parts, including administration offices, reception, and a cafeteria, in addition to the gym, indoor swimming pool, spa halls ... etc. where a contract will be made with a local contracting company to build the project, and the estimated cost of construction is (750,000) euros.

- Decorations: The contracting contract does not include the interior decorations of the project, as the local contracting company does not have sufficient experience to implement this, so a contract was made with one of the decoration companies specialized in the field of gymnasium and spa decorations to implement the interior decorations of the project and landscaping its affiliated gardens, as the estimated cost for that is (150,000) EUR.
- Equipment: The equipment for the gym and spa includes many details that will be explained later, as we will purchase them from one of the sports companies specialized in that and in accordance with the required specifications in the country. The cost of purchasing the equipment is estimated at (350,000) euros.
- Staff and Workers: The implementation of the project requires follow-up, supervision, and implementation of some of the company's employees, and accordingly, the costs of the required employees will be allocated as a cost to the project with a total amount of (100,000) euros.
- Website: Any project requires the establishment of a website for registration, subscriptions, and advertising purposes. The cost of establishing the project has been estimated at (25,000) Euros as requirements for establishing the project, in addition to the cost of some of the company's employees specialized in that, which is estimated at (25,000) Euros.
- Contingency reserve: The contingency reserve was estimated at (100,000) euros to meet any emergency costs or any variable costs on construction, decorations, etc., as it was estimated based on a percentage (5%) of the budget allocated for the project.
- Management reserve: It is an amount determined by the management to face any risks that may occur, and this amount is outside the estimated budget of the project and is added if it is used, and accordingly the management has determined a lump sum (100,000) euros as an administrative reserve for the project.

Below are the details of the budget in the following table:

**Finacle Proposal templet**

<b>Statement</b>	<b>Details</b>	<b>Amount/EUR</b>
<b>Land</b>		
	The cost of buying land	<b>500,000</b>
<b>Building construction</b>		
	The cost of constructing the building	<b>750,000</b>
<b>Decoration</b>		
	Gym Decorations	50,000
	Spa Decorations	30,000
	Pool decorations	30,000
	Landscaping	20,000
	Cafeteria decorations	10,000
	Office and reception hall decorations	10,000
		<b>150,000</b>
<b>Devices &amp; Equipment</b>		
Gym		
	Running mat for jogging exercises	15,000
	Stationary Pneumatic Resistance Bike	25,000
	Weights and discs of various weights	15,000
	Fixed and wheelchairs	20,000
	Flat and chest slanted bench	10,000
	The pulley or pulling machine and its grips of all kinds	10,000
	Foot Obesity Exercise Machine	10,000
	Squat for legs	15,000
	Hummers for chest and shoulders	15,000
	The butterfly known as the pick for the chest and shoulders	15,000
	Bars with different angles	15,000
	Stair Climbing Machine	15,000
	Leg Extension Machine and Reverse Machine	15,000
	Roman See	30,000
Spa		
	Sauna and Jacuzzi rooms	100,000

<b>Other Devices</b>		
	Audio & Screens	15,000
	Blenders, refrigerators, fresh or canned fruits	10,000
		<b>350,000</b>
<b>Employees and workers</b>		
	Project Manager	50,000
	Chief Financial Officer	20,000
	Technical Officer	20,000
	Administrators	10,000
		<b>100,000</b>
<b>Website</b>		
	Web and technical support costs	5,000
	Design costs	20,000
	Staff costs	25,000
		<b>50,000</b>
<b>Emergency Reserve</b>		
	Estimated contingency reserve	<b>100,000</b>
	<b>Total</b>	<b>2,000,000</b>

**B) Risk Analysis:**

The risk in any project can be defined as an uncertain event or circumstance that results from its occurrence a negative or positive impact on the project, for example, the cause may be the limited qualified workforce available for the project or the unsuitability of this force for the tasks assigned to it, and thus the result or consequence will appear clearly in the additional cost or defect in the scheduling of work and the length of the implementation period or the quality of implementation, As for the project conditions that can lead to the occurrence of risks, the most important of which are poor management, inefficiency or dependence on external project implementation participants who cannot be monitored and their performance controlled.

There are some known risks, which are those risks that have been diagnosed and analyzed and can be planned, in contrast to unknown risks that cannot be managed, although managers in the project can deal with them by applying general contingency plans based on past experience gained through the implementation of previous projects, and there are risks that are considered an opportunity These are those risks that threaten the success of the project but are accepted when they are balanced in return for the result.

As for the types of risks in terms of being negative or positive, negative risks are considered a threat because they may contribute to the delay of the project, or an increase in its cost, which is not popular with project managers and stakeholders, so they seek to avoid them or mitigate their effects. As for the positive risks, they are considered opportunities that should be exploited and taken care to achieve, and below we will list the expected positive and negative risks to the project with an indication of their probability and the extent of their impact on the project as follows:

- 1- Positive risks, there is a high probability of finishing the project ahead of time, due to reliance on a local contractor and ease of implementation of the works due to its proximity to warehouses and full knowledge of the laws and regulations of the state ... etc.

- 2- Negative risks are detailed as follows:

Risk classification	Risk identification	Description of Risk	Those responsible for the risk	Probability	Impact	Risk assessment
<b>Legal risks</b>						
	Safety conditions	Non-compliance with the safety conditions specified by the competent authorities in the countries	Project Manager, Contracting Company, and Site Engineers	2	5	10
<b>Regulatory risks</b>						



Risk classification	Risk identification	Description of Risk	Those responsible for the risk	Probability	Impact	Risk assessment
	Modifications to the Project Requirements Program	Making modifications to the project during its implementation, which leads to a continuous change in designs and construction work and leads to a delay in the implementation of the project	Project Manager, Senior Management	2	5	10
	Failure to agree with the various parties involved in the project.	Lack of agreement between the executing authorities of the project and the suppliers of the devices and others will lead to a delay in the implementation of the project	Project Manager, Contracting Company, Decoration Company	2	5	10
	Lack of a clear quality plan.	There must be quality standards to verify the implementation of all parties to the project and obtain the required quality	Project Manager, Quality Management, Contracting Company, Decoration Company,	3	5	15
	Lack of specialized human resources for a specific part of the project.	Lack of specialized human resources in a specific part of the project due to problems in organizing the project, the withdrawal of some individuals with rare	Project Manager, Contracting Company, Decoration Company	2	5	10

Risk classification	Risk identification	Description of Risk	Those responsible for the risk	Probability	Impact	Risk assessment
		specialization, or adjusting the project cadres.				
	Inaccuracy or incompleteness of different time estimates for project parts.	Failure to set a specific timetable and adhere to it or to adhere to it in the periods allowed will lead to disastrous results in terms of increasing the cost of the project and delaying its completion	Project Manager Contracting Company, Decoration Company	2	5	10
	Incompleteness or lack of attention to the contractual documents of the project.	Documenting all steps and procedures ... etc., related to the project is one of the most important things that must be implemented to ensure the implementation of the project according to what is specified by all parties and not to object	Project Manager	1	5	5
<b>Technical risks</b>						
	Modifications of design, construction, and implementation methods.	Continued modification of the design and construction methods will affect the time frame for completion of the project and increase costs	Senior Management, Project Manager, Contracting Company, Decoration Company	2	5	10

Risk classification	Risk identification	Description of Risk	Those responsible for the risk	Probability	Impact	Risk assessment
	Non-compliance with the performance required by contractors	A disappointing performance by the implementing contractors or designers will lead to delays in the implementation of the project and non-conformity with quality specifications.	Project Manager, Contracting Company, Decoration Company	3	5	15
<b>Spatial Risk</b>						
	Lack of infrastructure leading to the place of implementation, such as roads, Or the presence of obstacles in place of implementation.	The lack of infrastructure in the project implementation area will increase the cost by finding alternative methods that require more time and higher cost.	Project Manager	1	5	5
<b>Financial risks</b>						
	Inaccuracy in the payment of obligations towards the executors.	Failure to pay contractors' payments on time will lead to delay and inaction by contractors in carrying out the works	Project Manager, Chief Financial Officer	2	3	6

### The probability and impact matrix

Probability of recurrence	Intensity of impact				
	Non-Effective (1)	Poor (2)	Medium (3)	Excellent (4)	Catastrophic (5)
Very weak (out of the question) (1)	1	2	3	4	5
Weak (non-imported) (2)	2	4	6	8	10
Medium (Probable) (3)	3	6	9	12	15
Large (High) (4)	4	8	12	16	20
Extra Large (Repetitive) (5)	5	10	15	20	25

#### C) Projected Competition Times:

The process of studying and analyzing competitors is important before starting any project, and it is a strategy carried out by different companies in order to evaluate companies that compete with them or provide similar services or products or close to them, in order to know the marketing strategies that these companies follow and their weaknesses and strengths and to understand the market now and in the future, Therefore, the study of competitors serves as a map that introduces you to the location of competitors in the market that you need to enter, and to know the feasibility of the project because the market may already be saturated and consumers do not need your services, and this map shows you the next step and where you should direct your marketing efforts

The importance of studying competitors lies in the following:

- Know the needs of the consumer and to what extent they are met.
- Know the geographical map of competitors and their control.
- Know weaknesses and strengths, assumptions, and challenges.

Where we studied competitors and made a SOWT analysis through the following:

- 1- Identify both direct and indirect competitors.
- 2- Study the financial situation of competitors.
- 3- Analyze the ways of selling competitors and how to deal with their customers.
- 4- Monitor the prices of competitors' services, products and offers.
- 5- Study the ways of competitors in obtaining customers.
- 6- Find out the gaps in the market.

By analyzing SWOT and based on the advantages and disadvantages observed in competitors and developing correct strategies that consider opportunities, threats, etc. we found the following:

#### **Strengths**

- Modern equipment.
- The presence of an indoor pool.
- The presence of a specialized training team.

#### **Weaknesses**

- The presence of a sports club in the same geographical area.
- The club is located on the outskirts of the city.

#### **Opportunities**

- Increasing demand for sports clubs.
- There is the possibility of contracting with some schools in the area.

#### **Threats**

- People are afraid of changing the old club.
- The competitor makes offers at low prices.

Accordingly, we found that there is one competitor in the geographical area that we are targeting, which is the old sports club located in the same area, so the expected time for the competition will be from the beginning of the project and the process of gaining customers, and accordingly, a comprehensive advertising plan and low offers for subscriptions have been made, in addition to the possibility of trying the club for free for 3 days to ensure that customers are aware of the features of our club and gain market share.

#### **D) Quality Control Measures:**

Project quality management can be defined as the processes and activities that are used to know and achieve the quality of the project's outputs and results, by achieving the demands of the client and the project owners in the results, while maintaining the achievement of the expected objectives of the project. The following are the steps for developing a project quality management plan:

##### 1- Quality Planning.

In the beginning, a clear goal must be set for the project, with an explanation of the expected project services and products and how to achieve them, while identifying the chances of success of the project, and this helps in discussing the approaches and plans necessary to achieve these goals, and quality planning must include the things described below:

- Risk assessment of success.
- Setting high standards.
- Full documentation of all steps and processes.
- Identify methods and tests that ensure the success of the project.
- Distribute tasks to the individuals concerned.

##### 2- Quality Assurance.

This step includes providing evidence to project owners that all quality activities will be carried out in the right way within the specified time, while ensuring that all expectations of the product are met in order to achieve customer satisfaction with them, and this is done by conducting some tests that determine the quality of the project, which in turn helps to know the need to make any adjustments.

##### 3- Quality Control.

The quality control phase includes the development of operational techniques aimed at ensuring quality standards including problem identification, analysis, and correction, and at this stage the quality of project results is

monitored within the standards specified for the project, and project risk factors must be identified and mitigated by looking for ways to prevent and eliminate unsatisfactory performance.

The quality of the project and the services provided will be measured through the following:

- Ensure the security and safety conditions (the presence of specialized trainers in the sports equipment area, the presence of specialists in the pool area).
- Conducting tests for all sports equipment before running.
- Ensure the cleanliness of the club's facilities (cafeteria, sauna, swimming pool).
- Make sure you get any customer feedback and listen to them to know their requirements and suggestions.

#### **E) Team Member Breakdown:**

Below we will explain the work teams in the project and their most important responsibilities:

##### ❖ Project Manager:

- Supervise and direct the preparation of project plans and supervise all incoming and outgoing project documents.
- Ensure that the project is proceeding according to the proposed plan.
- Manage the relationship with customers and stakeholders and monitor contractors and contractors to ensure compliance with project delivery dates.
- Designing a risk management plan.
- Conduct a review of the project, generate detailed reports for employees, and ensure compliance with specifications in materials, equipment and works.
- Identify strategies and procedures to save project resources and improve and develop processes and methodology when necessary.

❖ Project Financial Officer:

- Managing and supervising the accounts related to the project.
- Preparing project reports and presenting them to the financial management of the company.
- Monitor, review and verify costs.
- Supervise the overall operations and activities carried out by the company's finance department related to the project and compare them with the estimated budget.

❖ I.T Officer:

- Supervising the identification of needs for technical programs and systems, working to enhance electronic connectivity processes, monitoring the company's website, and making permanent improvements to it.
- Ensure the readiness and security of all devices and technical operating systems and follow up their performance.

❖ Site Engineers:

- Organize materials and ensure that the sites are safe and appropriate.
- Adoption of technical drawings and engineering plans.
- Set work schedules and make any adjustments.
- Collect data, compile reports, and make presentations to the project manager.
- Complete quality assurance and provide feedback to the team.
- Supervise the security, health, and safety of the site.
- Provide technical advice and solve problems on site.

❖ Security:

- Protect the company's property at the work site.
- Prevent any illegal or inappropriate activity and write and report suspicious events.



**F) Additional Funds Request (if needed):**

As previously stated in the budget item, the estimated budget provided by the company is sufficient to implement the project with a contingency reserve of (100,000) euros. However, to further hedge and to cover any sudden expenses, we can obtain additional funds by offering subscription offers at reduced and preferential prices before starting the project, which will enable us to obtain additional funds that can be used in the project, if required.

**Railway project in Thailand**

Thailand is in the heart of Southeast Asia, and Thailand is administratively divided into 75 provinces, which in turn are divided into districts and municipalities, in addition to the capital of the Kingdom of Thailand, Bangkok, which is a special administrative region, the country's capital, and its largest city. The estimated population of Thailand is about 66 million people, and its area is about 513,120 km<sup>2</sup>. It is one of those tropical destinations that every traveler dreams of visiting, most tourists visit the stunning beaches and islands but there is so much more to see and do in the two largest cities in Thailand, Bangkok, and Chiang Mai.

Tourism in Thailand is a major income for the country, as the contribution of the tourism sector to the gross domestic product was estimated at 6.7% in 2007, and in 2008 the capital, Bangkok, ranked third after London and New York in the number of “best city destinations in the world” by Euromonitor, which is a research company, registered 10,209,900 visitors. The city of Pattaya ranked twenty-third with 4,406,300 visitors, then Phuket Island ranked thirty-first with 3,344,700 visitors, and Chiang Mai ranked 78th with 1,604,600 visitors.

Transport trains are considered one of the most important means of transportation in Thailand, as it is one of the best countries in Southeast Asia in terms of transportation, as the length of paved streets is about 39,000 km,

and it also includes more than 3,800 km of railways, rivers and canals, as it represents the means of transporting passengers and goods Today, Bangkok serves more than 200,000 passengers daily through 18 stations and a length of 21 km within the Thai capital, Bangkok.

Bangkok, the capital of Thailand, is the first entry point for most visitors to this bustling city full of modern and ancient culture and religious significance, with its impressive galleries, museums, and shops. It is also famous for its vibrant nightlife scene. Bangkok has an area of 605 square miles, as it can be easily reached via Suvarnabhumi Airport (BKK). Which welcomes daily flights from all over the world and can also travel through Don Mueang Airport (DMK) which serves more domestic flights, Bangkok has a modern public transport infrastructure and the Skytrain and Metro are the most efficient means of transport, although there are other ways such as buses and cheap taxis However, traffic is usually heavy.

Chiang Mai is the largest city in northern Thailand and the second largest in the country at 15 square miles. Most international tourists travel to Chiang Mai via Bangkok via an hour-and-a-half journey. Another option is to take a day train, which is a great way to see the scenery between Bangkok and Chiang Mai Tourists can use buses, taxis, and tuk tuks to travel around the city. Chiang Mai offers plenty of great hotels in a jungle setting with great mountain views, and budget-friendly spas and guesthouses are also available.

Chiang Mai is the capital of Chiang Mai Province and the largest and most important cultural city in northern Thailand, with a population of 148,477 as of 2008. Its area is 40,216 square kilometers, knowing that since the expansion of the municipal city area, the urban area of Chiang Mai, which It has a population of 127,000, municipal city limits, and has grown to more than 1 million people in 2022 as new and updated city limits are included and defined, and extension of old municipal city limits within Muaeng Chiang Mai District

to Mae Rim in the north, San Kamping in the east, Hang Dong in the south and Sothep in the west This new range of 2,303 square kilometers has a population of 1,198,000 in the entire region, making Chiang Mai the second largest city in Thailand after Bangkok (10.7 million).

Note that the distance between Bangkok and Chiang Mai is 583 km (362 miles).

<https://web.archive.org/web/20090507082842/http://www.thaigov.go.th/eng/>

<http://www.un.org/Depts/Cartographic/map/profile/thailand.pdf>

<http://www.tourismthailand.org/>

<https://www.macrotrends.net/cities/22618/chiang-mai/population>

<http://sws.geonames.org/1153670>

[Distance from Bangkok to Chiang Mai \(distancecalculator.net\)](#)

**A.** State if you believe that the railway should be built.

The cost of building a new railway between Bangkok and Chiang Mai In the amount of 100 million Thai baht, equivalent to 2,914,434.00 US dollars, and in light of the above-mentioned importance of the two tourist cities and the increasing demand for more efficient means of transportation, and despite the existence of other railways, the project of establishing a new railway is a good idea as it is at the price of a ticket 1200 THB which is equivalent to 35 USD and with an estimated usage rate of 250 people per day from tourists and local citizens we can analyze the income and compare it with the cost as we need 83333 passengers to recover the cost of building the train which requires about 333 days to recover the cost so the idea of constructing the train Good, but we need to look for additional sources of income to avoid the decrease in the number of daily users in periods of the year in addition to covering the operational costs of the train.

**B.** What are the additional ways for the proposed railway to earn income,  
Accordingly, we offer some suggestions to increase income as shown below:

- Establishing a cafeteria on the train and benefiting from the sale of drinks and snacks.
- Providing internet service on trains at a nominal fee.
- Using parts of trains and stations and renting them as billboards
- Making some offers for tourism companies, employees, or students.

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