COVER PAGE AND DECLARATION

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Student's Full Name:	MARIA MAWARURA
Student ID:	EIU2021111
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E-SIGNATURE: M MAWARURA

DATE: 31 AUGUST 2023

EIU Paris City Campus
Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter
Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** info@eiu.ac

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Project Proposal:

Aspire Hometown Food Market

According to Kerzner (2021), a project proposal is a formal document that outlines the details of a proposed project, including its objectives, scope, budget, timeline, and other relevant information. Cleland (2006) says it serves as a comprehensive plan for initiating, planning, executing, monitoring, and closing a project. The main purpose of a project proposal is to communicate the project's goals, benefits, and feasibility to stakeholders, sponsors, or decision-makers, in order to gain approval and secure necessary resources for the project's execution.

A well-structured and comprehensive project proposal helps stakeholders understand the project's scope, benefits, risks, and resource requirements as echoed by Project Management Institute (2017). It is a critical document for securing buy-in from decision-makers and sponsors, and it serves as a reference point throughout the project's lifecycle to ensure that the project stays on track and meets its objectives.

Project Overview:

Aspire International Corporation is a multinational corporation based in Sweden. Aspire is now looking to diversify its portfolio by expanding its business through the establishment of Aspire Hometown Food Market project that aims to establish an all-organic natural food store.

Project Objectives:

This section articulates the objectives that the project aims to achieve.

1. **Promote Healthy Lifestyles:**

   Provide customers with access to a wide range of organic and natural food products that support healthier eating habits and contribute to overall well-being.

2. **Offer High-Quality Products:**

   Source and stock only the highest quality organic and natural products, ensuring that customers receive items that are free from artificial additives, preservatives, and chemicals.

3. **Support Local Producers:**

   Collaborate with local farmers and producers to offer a selection of locally grown organic foods, helping to strengthen the local economy and reduce the carbon footprint associated with transportation.

4. **Educate Consumers:**

   Offer educational resources such as workshops, seminars, and informational materials to help customers understand the benefits of organic and natural foods, and make informed choices about their diet.

5. **Cater to Special Dietary Needs:**

   Ensure that the store carries a variety of products catering to different dietary requirements such as gluten-free, vegan, and allergen-free options, promoting inclusivity and accommodating various preferences.

6. **Create a Welcoming Environment:**

   Design a store layout that is warm, inviting, and conducive to a positive shopping experience, encouraging customers to explore the offerings and make informed purchases.

7. **Foster Sustainability:**

   Implement sustainable practices such as using eco-friendly packaging, reducing food waste through proper storage and handling, and minimizing energy consumption in the store's operations.

8. **Engage with the Community:**

   Establish partnerships with local health and wellness organizations, schools, and community centres to create a network that promotes organic and natural eating habits.

9. **Provide Expert Assistance:**

   Train staff to be knowledgeable about organic and natural products, enabling them to offer valuable advice and assistance to customers seeking guidance on product selection and usage.

10. **Monitor and Improve Quality:**

Regularly assess customer feedback, product quality, and store performance to identify areas for improvement and ensure that the store continues to meet the needs and expectations of its clientele.

11. **Encourage Sustainable Agriculture:**

    Collaborate with suppliers who adhere to sustainable agricultural practices, supporting methods that protect soil health, conserve water, and promote biodiversity.

12. **Support Fair Trade:**

    Prioritize products that are sourced through fair trade practices, ensuring that farmers and workers receive fair compensation for their labour and fostering ethical supply chains.

13. **Reduce Packaging Waste:**

    Minimize the use of excessive packaging and single-use plastics by offering bulk options for certain products and encouraging customers to bring their own reusable containers.

14. **Promote Cooking and Meal Preparation:**

    Provide customers with recipe ideas, cooking demonstrations, and meal planning tips that incorporate the store's products, encouraging a shift towards more home-cooked, organic meals.

15. **Measure Impact:**

    Set metrics to track the store's impact on the community's health and environmental consciousness, aiming to see improvements in health outcomes and a reduced ecological footprint over time.

Project Scope:

According to Archibald (2003) this section details what is included in the project and what is not. This helps manage expectations and prevent scope creep.

1. Store Location and Design:

- Identify a suitable location with high foot traffic and proximity to target customer demographics.

- Design an inviting and aesthetically pleasing store layout that encourages exploration and reflects the store's natural and organic theme.

2. Product Selection:

- Curate a diverse range of organic and natural food products including fresh produce, packaged goods, dairy, meat alternatives, beverages, snacks, and supplements.
- Prioritize locally sourced products to support local producers and reduce transportation emissions.

3. Supplier Relationships:

- Establish partnerships with reputable organic and natural food suppliers, farmers, and producers.
- Negotiate favourable terms and agreements to ensure a consistent and reliable supply of high-quality products.

4. Store Infrastructure:

- Set up the necessary infrastructure including shelving, refrigeration, storage, and checkout counters to facilitate efficient operations.
- Incorporate eco-friendly practices such as energy-efficient lighting and heating/cooling systems.

5. Staffing:

- Hire a knowledgeable and passionate team with a strong understanding of organic and natural foods.
- Provide training to staff on product knowledge, customer service, and sustainable practices.

6. Marketing and Branding:

- Develop a strong brand identity that emphasizes the store's commitment to organic and natural products.
- Create marketing materials, including signage, brochures, and a website, to communicate the store's values and offerings.

7. Regulatory Compliance:

- Ensure compliance with local regulations and health standards for food safety and labelling of organic products.
- Obtain any necessary permits and licenses to operate the store legally.

8. Customer Experience:

- Prioritize excellent customer service by training staff to provide personalized assistance and advice to customers.
- Implement loyalty programs, promotions, and events to engage and retain customers.

9. Sustainable Practices:

- Incorporate sustainability measures such as using recyclable or biodegradable packaging, minimizing food waste, and encouraging customers to bring reusable containers.

10. Community Engagement:

- Collaborate with local organizations, schools, and events to foster a sense of community and educate people about the benefits of organic and natural foods.

11. Financial Planning:

- Develop a comprehensive budget that accounts for startup costs, operational expenses, inventory, staffing, and marketing.
- Forecast revenue and conduct a thorough market analysis to determine pricing strategies.

12. Technology Integration:

- Implement point-of-sale systems, inventory management software, and an online platform for orders and deliveries if applicable.

13. Launch and Grand Opening:

- Plan a successful store launch with promotional events, discounts, and engaging activities to attract customers from the outset.

14. Performance Monitoring:

- Set up key performance indicators (KPIs) to track sales, customer satisfaction, inventory turnover, and other relevant metrics.
- Regularly review performance data to make informed decisions for continuous improvement.

15. Growth and Expansion:

- Develop a roadmap for potential expansion to new locations or online markets based on the success of the initial store.

Project Budget:

A breakdown of the estimated costs associated with the project, including personnel, materials, equipment, and any other expenses.

The Aspire Hometown Food Market project aims to establish an all-organic natural food store. The initial budget allocated for this project is €2 million euros. The budget breakdown is as follows:

Store location setup and design: €500,000

Inventory and stock acquisition: €800,000

Staff hiring and training: €300,000

Marketing and advertising: €200,000

Technology and POS systems: €150,000

Contingency fund: €50,000

Timeline and Milestones:

A proposed timeline for the project's phases, activities, and key milestones. This helps stakeholders understand the project's duration and important events.

The project's timeline spans 12 months, including:

Market research and location scouting: 2 months

Store setup and design: 3 months

Inventory procurement: 2 months

Staff hiring and training: 2 months

Marketing and advertising campaigns: 3 months

Risk Analysis:

Identification and assessment of potential risks that could impact the project's success, along with proposed strategies for mitigating those risks.

Potential risks associated with the project include:

- Market competition and demand fluctuations
- Regulatory and compliance challenges in the organic food industry
- Supply chain disruptions affecting organic produce availability
- Customer adoption and loyalty
- Economic uncertainties impacting consumer spending
- Staff turnover affecting service quality
- Mitigation strategies will involve thorough market research, diversifying product offerings, establishing alternative suppliers, implementing rigorous quality control, and nurturing customer relationships.

Quality Control Measures:

An outline of the methods and processes that will be used to ensure the quality of project deliverables and the overall project outcome.

To ensure high-quality products and services, the following measures will be implemented:

- Regular supplier audits to verify organic certifications
- Periodic product quality checks and recalls if necessary
- Customer feedback collection and responsiveness
- Staff training on organic food handling and customer service

Team Structure:

Details about the roles and responsibilities of team members, including project manager, team leads, and other key contributors.

- The project team will consist of:
- Project Manager
- Store Manager
- Marketing Manager
- Purchasing and Inventory Manager
- Interior Designer
- IT Specialist
- HR and Training Coordinator

Each member's roles and responsibilities will be defined to ensure efficient project execution

Communication Plan:

According to Wideman, M. (n.d.). Wideman Comparative Glossary of Project Management Terms a communication plan details how communication will be managed among team members, stakeholders, and sponsors throughout the project's lifecycle.

Project Communication Plan: Establishing Organic Natural Food Store

1. Stakeholders:

- Investors
- Suppliers and producers
- Local community
- Regulatory authorities
- Staff
- Customers

2. Communication Objectives:

- Build anticipation and excitement for the store's grand opening.
- Educate stakeholders about the benefits of organic and natural foods.
- Keep stakeholders informed about project milestones and progress.

3. Communication Channels:

- Website: Regular blog updates, store progress photos, and FAQ section.
- Social Media: Facebook, Instagram, and Twitter for daily updates, sneak peeks, and engagement.
- Email Newsletters: Weekly updates for investors, monthly newsletters for customers, and quarterly updates for regulatory authorities.
- Local Media: Press releases and interviews with local newspapers and radio stations.
- In-Store Communication: Signage, posters, and flyers showcasing store features and values.

4. Project Milestones and Updates:

- Weekly Updates: Email to investors and suppliers highlighting progress, challenges, and upcoming milestones.
- Monthly Newsletters: Customers receive newsletters with store updates, health tips, and upcoming events.
- Quarterly Reports: Regulatory authorities receive comprehensive progress reports.

5. Crisis Communication:

- Spokesperson: Store manager designated as the primary spokesperson for any crisis or issue.
- Communication Protocol: Clear steps for addressing and resolving crises transparently and promptly.

6. Content Creation:

- Blog Posts: Weekly articles about organic food benefits, cooking tips, and sustainable practices.
- Social Media Updates: Daily posts showcasing products, sharing health facts, and engaging with the audience.
- Press Releases: Timely press releases for significant milestones, partnerships, or events.

7. Brand Messaging:

- Consistent Messaging: – Reflecting our commitment to organic and natural products.

8. Staff Communication:

- Monthly Staff Meetings: Updates on project progress, store policies, and upcoming events.
- Internal Messaging Platform: Daily operational updates, reminders, and announcements.

9. Customer Engagement:

- Social Media Interaction: Respond promptly to customer inquiries, feedback, and comments.
- Customer Feedback Surveys: Gather insights and suggestions for improvements.

10. Evaluation and Feedback:

- Monthly Performance Review: Assess engagement rates, website traffic, and customer feedback.
- Stakeholder Surveys: Gather feedback on communication effectiveness and adjust the plan accordingly.

11. Budget and Resources:

- Communication Budget: Allocate funds for design, content creation, and marketing tools.
- Resource Allocation: Assign staff or external partners for content creation and social media management.

12. Roles and Responsibilities:

- Communication Manager: Oversees all communication activities and ensures consistency.
- Content Creator: Generates blog posts, social media content, and newsletters.
- Social Media Manager: Manages daily posts, responds to comments, and monitors engagement.

13. Timeline:

- Month 1-2: Develop website, social media profiles, and initial content.
- Month 3-4: Start regular social media posts, begin email newsletters, and engage with local media.
- Month 5-6: Launch grand opening marketing campaign, implement in-store communication materials.

Benefits and Justification:

A discussion of the expected benefits and outcomes of the project, along with how it aligns with the organization's strategic objectives.

1. Meeting Consumer Demand: Consumer preferences are shifting towards healthier and more sustainable food options. Establishing an organic natural food store aligns with this growing demand and positions the corporation as a forward-thinking, customer-focused entity.

2. Market Growth and Opportunities: The organic and natural food market is experiencing rapid growth globally. By entering this market, the corporation taps into a lucrative sector with substantial potential for expansion and revenue generation.

3. Portfolio Diversification: Diversifying the corporation's portfolio helps spread risks and reduces dependence on a single industry. This move enhances the corporation's resilience to market fluctuations and economic uncertainties.

4. Enhanced Brand Reputation: Operating an organic natural food store showcases the corporation's commitment to health, sustainability, and ethical business practices. This positively impacts the corporation's brand image and reputation, fostering consumer trust and loyalty.

5. Sustainability Focus: The corporation's entry into the organic food sector demonstrates its dedication to sustainability and environmental responsibility. This resonates with socially conscious consumers and supports the corporation's corporate social responsibility (CSR) initiatives.

6. Innovation and Differentiation: Diversifying into the organic natural food market demonstrates innovation and a willingness to explore new avenues. This sets the corporation apart from competitors and positions it as a trendsetter.

7. Global Expansion: The organic and natural food trend is not limited to specific regions; it's a global phenomenon. This move provides an opportunity for the corporation to expand its presence and leverage its existing global network.

8. Leveraging Existing Expertise: If the corporation has experience in supply chain management, retail, or food distribution, it can leverage its existing expertise to establish and operate the organic natural food store effectively.

9. Educational Platform: The store can serve as an educational platform, raising awareness about the benefits of organic foods, sustainable farming practices, and healthier lifestyles. This aligns with the corporation's goal of contributing positively to society.

10. Long-Term Investment: The organic and natural food market is not a passing trend; it's a long-term movement driven by health consciousness and sustainability concerns. This investment could yield stable returns over the years.

11. Partnership Opportunities: The corporation can establish partnerships with local farmers, producers, and suppliers to source organic products. This fosters community engagement and supports local economies.

12. Data and Insights: Operating an organic natural food store provides the corporation with valuable data and insights into consumer behaviour, preferences, and market trends. This information can inform decision-making across the corporation's broader portfolio.

13. Resilience in Changing Times: The COVID-19 pandemic highlighted the importance of food security and the value of locally sourced, healthy foods. An organic natural food store can contribute to a diversified supply chain and address such concerns.

14. Employee Engagement: Diversification into a socially conscious and health-focused sector can boost employee morale and engagement, as employees are likely to feel proud of contributing to a meaningful cause.

By establishing an all-organic natural food store, the international corporation can position itself as an innovative, sustainable, and consumer-centric entity while exploring new avenues for growth and revenue generation.

Additional Funding Requests:

If applicable, a request for additional funds or resources in case unexpected situations arise during the project.

If unforeseen challenges arise, a request for additional funds may be submitted to address urgent needs. The request will be substantiated by detailed documentation and justifications for the additional funds required.

An example of an additional fund request

To: [Name of Funding Committee/Individual]

Subject: Request for Additional Funds for Natural Food Store Project

Date: [Date]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to request additional funding for our exciting new project, the Natural Food Store, which is a strategic endeavour aimed at diversifying our corporation's portfolio and tapping into the burgeoning organic and natural food market.

Project Overview: The Natural Food Store project involves the establishment of a retail store that exclusively offers a wide range of organic and natural food products. This project aligns with our corporation's commitment to innovation, sustainability, and meeting the evolving needs of our consumers.

Justification for Additional Funding: While we have made substantial progress in securing the initial funds for this project, we recognize that additional investment is necessary to fully realize the potential of the Natural Food Store. Here's why we believe additional funding is crucial:

1. **Store Design and Ambiance:** To create a truly immersive and appealing shopping experience, we intend to invest in sustainable store design, including eco-friendly fixtures, energy-efficient lighting, and natural materials. These enhancements will elevate the store's ambiance and resonate with our environmentally conscious target audience.
2. **Local Sourcing Partnerships:** Building strong relationships with local organic farmers and producers is at the heart of our store's vision. Additional funds will enable us to

establish mutually beneficial partnerships, ensuring a consistent supply of high-quality, locally sourced organic products.

3. **Marketing and Launch:** An impactful grand opening is crucial for attracting attention and establishing a strong customer base. With additional funding, we can execute a comprehensive marketing campaign, including promotional events, social media advertising, and collaborations with health and wellness influencers.
4. **Staff Training and Expertise:** Our team is key to delivering an exceptional customer experience. Additional funds will be allocated to training staff on organic and natural products, dietary preferences, and sustainable practices. This will empower them to provide personalized guidance to customers.

Budget Summary: We have estimated that an additional investment of [Amount] will allow us to successfully execute the Natural Food Store project. The breakdown of this investment is as follows:

- Store Design and Ambiance: [Amount]
- Local Sourcing Partnerships: [Amount]
- Marketing and Launch: [Amount]
- Staff Training and Expertise: [Amount]
- Contingency: [Amount]

Projected Returns: We believe that the Natural Food Store project holds significant potential for long-term revenue generation and brand enhancement. By catering to the growing demand for organic and natural foods, we aim to achieve a positive return on investment within [Timeline] and contribute to our corporation's sustainable growth.

Conclusion: We are excited about the prospects that Natural Food Store project presents, and we are committed to ensuring its success. Your support through additional funding will play a vital role in bringing this vision to life and allowing us to create a positive impact in the organic food market.

We are open to discussing the details of this funding request further and providing any additional information you may require. Your belief in our project and your partnership in this endeavour are greatly appreciated.

Thank you for considering our request. We look forward to the opportunity to discuss this matter with you.

Sincerely,

[Your Name] [Your Title] [Contact Information]

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Project Viability Analysis:

Bangkok-Chiang Mai High-Speed Railway

According to Morris (2013) A project viability analysis is a comprehensive assessment conducted to determine the feasibility and potential success of a proposed project. It involves evaluating various factors, including financial, technical, operational, market, and environmental aspects, to determine whether the project is worth pursuing. The primary goal of a viability analysis is to provide decision-makers with a clear understanding of the risks, benefits, and challenges associated with the project, helping them make informed decisions about whether to proceed with the project or not.

Key components of a project viability analysis typically include:

Financial Feasibility:

This involves analysing the project's estimated costs, potential revenue, and overall financial viability as highlighted by Kerzner and Saladis (2017). It assesses whether the project is financially sustainable, whether it can generate a return on investment (ROI), and whether it aligns with the organization's budget constraints.

Market Analysis:

According to Pinto (2021) market analysis is an evaluation of the target market's demand for the project's products or services. This includes assessing the size of the market, identifying competitors, understanding consumer preferences, and predicting potential sales.

Technical Feasibility:

An assessment of whether the necessary technology, resources, and expertise are available to successfully execute the project. This includes evaluating the project's technical requirements and the organization's capability to meet them.

Operational Feasibility:

It entails an examination of how the project will be managed and operated on a day-to-day basis. It includes evaluating the project's workflow, staffing needs, operational processes, and potential challenges.

Risk Analysis:

Identifying potential risks and challenges that could impact the project's success. According to Turner (1999) this involves assessing both internal and external factors that could affect the project, as well as proposing strategies to mitigate or manage those risks.

Environmental and Social Impact:

Evaluating the project's potential impact on the environment and local communities. This is particularly important for projects that could have significant ecological or social consequences.

Legal and Regulatory Compliance:

Ensuring that the project complies with relevant laws, regulations, and standards in the industry or region where it will be executed.

Benefit-Cost Analysis:

Comparing the potential benefits of the project against its estimated costs. This helps determine whether the project's benefits justify the investment required.

Stakeholder Alignment:

Turner and Simister (2014) bring to light that stakeholder alignment reiterates ensuring that the project aligns with the interests and objectives of key stakeholders, including customers, employees, investors, and the broader community.

Based on the findings of the viability analysis, decision-makers can make an informed choice about whether to proceed with the project, modify its scope, or discontinue it. If the analysis indicates that the project is not viable, it helps prevent wastage of resources and minimizes potential negative impacts on the organization. If the analysis demonstrates viability, the organization can confidently move forward, armed with a clear understanding of potential challenges and strategies to address them.

Should the Railway be Built?

Considering the estimated cost of 100 billion baht and the prime minister's requirement to keep train tickets below 1,200 baht, the viability of the project needs careful evaluation. While a high-speed railway could contribute to improved connectivity and economic growth, several factors need to be considered:

Demand for high-speed rail travel

Operating costs and maintenance

Ticket pricing feasibility

Economic impact and job creation

Environmental impact

A comprehensive cost-benefit analysis is required to determine whether the benefits outweigh the costs and align with the government's objectives.

Additional Income Generation:

To enhance the viability of the project and generate additional income, the following strategies can be explored:

Commercial spaces within railway stations for retail and dining

Premium class seating options at higher prices

Partnering with tourism agencies for package deals

Onboard services such as entertainment and Wi-Fi for a fee

Freight services to transport goods between cities

These additional revenue streams can help offset operational costs and support the goal of keeping ticket prices within the desired range.

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