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## COVER PAGE AND DECLARATION

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**MGT580: Project Management**  
**Module Assignment: Project Proposal**

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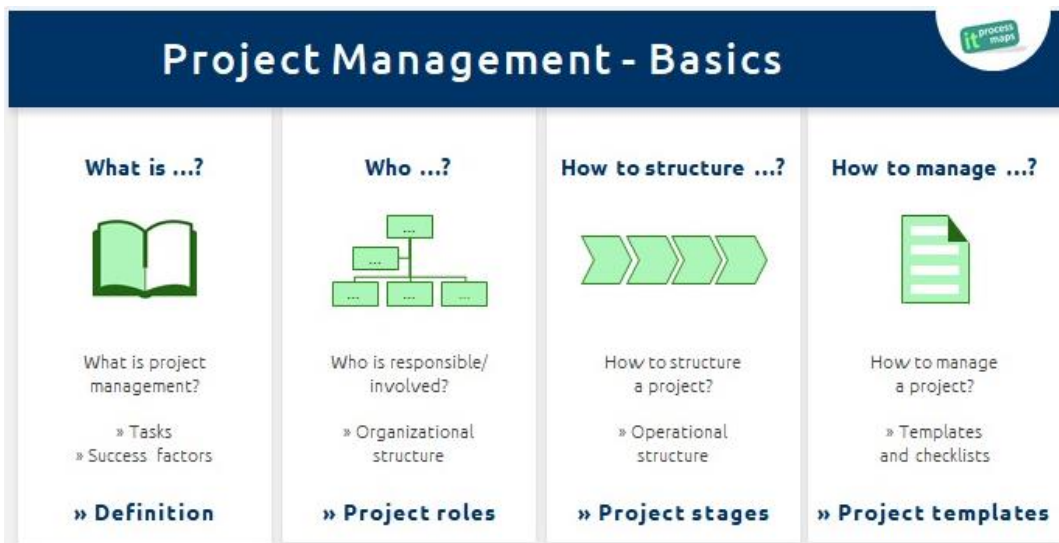
## Introduction:

Project management is the process of directing a project from inception to finish. The primary purpose of project management is to finish a project within the time, money, and quality constraints that have been defined. A project management life cycle begins when the project is launched and ends when it is finished or terminated in some way.

Project management has evolved into a key capability, with practically every manager overseeing one or more projects. Furthermore, the importance of projects in organizations is gaining traction. This chapter presents the project management theory and literature review, as well as chosen major project management components such as the project management cycle, knowledge management, risk and conflict management, work breakdown structure, and lastly project organization.

Whatever the industry, the project manager's duty is essentially the same: to aid in defining the project's goals and objectives, as well as determining when and by whom the various project components are to be completed. They also create quality control tests to ensure that produced components meet a specified standard. (Lertwatechakul et al., 2020).

**Figure 1: basics of project management**



## 1- About the Company:

This research was created to highlight all of the advantages and disadvantages associated with Fire International Firm, a global organization established in Sweden that is looking to extend its business to include all organic and natural food stores under the name Aspire home town food market. I will be the project's main project manager, and I will be responsible for creating a project proposal for the aforementioned firm, this will encompass the project manager's job obligations from beginning to end.

This will be covered in this portion of the proposal. We will discuss the project budget, risk analysis, competition times, quality management steps, and team member break ground, all of which will be included and based on estimates and applicable to the preferred Business expansion choice in order to open an organic natural food store under the Aspire hometown food brand.

**Figure 2: process of project management**



**A. Project budget:**

The project budget is the expected cost of executing a project over a given time period. It is used to calculate how much a project would cost at any point in time. The budget for the project will comprise labor expenditures, material acquisition costs, and operational costs. It is, however, not a static text. The project budget may be reviewed and recreated at any time during the project, ideally utilizing the project budgeting programme. The budget is the driving force behind the project's funding. It educates stakeholders about the amount of money that will be needed and when it will be needed.

A budget is an important component of any project since it gives the entire cost that any corporation must adhere to, and the whole sum for this project is about 2 million euros, which will assist the firm in growing their business. Furthermore, extra monies will be pulled if the project requires them in the future. As a result, before the project can begin, a thorough project budget must be provided, and the project budget must include all necessary project information as well as the project's accountable group for execution.

Items	Estimated Cost	Individual in charge
the opening of the shop	\$300000	The administration of the organization
analysis of the existing market	\$200000	Marketing Director
the design of the project	\$350000	The design team will be in charge.

Purchasing tangible assets such as furniture and interior design.	<b>\$250,000</b>	It would be the procurement manager's responsibility.
Marketing for brand promotion	<b>\$450,000</b>	who will be in charge of marketing
the purchase of the property	<b>\$380000</b>	the marketing department in charge
Employee-related expenditure.	<b>\$400000</b>	The personnel administration group
The design of the new website.	<b>\$110,000</b>	The organization will recruit third parties with expertise in computer science and information technology.
<b>Total</b>	<b>\$2,1225,000</b>	

**Table 1: Aspire's total budget for the home town food market**

### B. risk analysis:

Risk management is an important aspect of project management. It is difficult to carry out any project without considering the risks that may arise throughout the course of the project, as well as the opportunities that may be considered a benefit to the project.

The dangers linked with the intended project's execution are outlined below. The project budget may be reviewed and recreated at any time during the project, ideally utilizing the project budgeting programme. The risk levels are Low, Moderate, and high, with Low indicating the lowest possible risk and High indicating the highest level of risk. (Layton, Ostermiller, & Kynaston, 2020).

<b>Recognized risk</b>	<b>chance</b>	<b>the risk's effect</b>	<b>solutions</b>
The prospect of competition from existing businesses in the food sector, as well as extensive expertise	high	high	To outperform competitors, it is vital to innovate inside product lines and services.
environmental risk	medium	medium	It is vital to build and maintain sustainability principles, as well as to follow the rules and laws of the local government.
The market is not in good or favorable condition	low	high	Before entering the food business, it is necessary to undertake significant market research.
Risks associated with money	medium	medium	Every action must be thoroughly considered and prepared.
The tiny number of customers	medium	medium	It is critical to focus on generating fresh promotional initiatives.

**Table 2: Aspirer's hometown food market risk assessment**

It may be decided that the new market development business strategy will be effective, and that high-level danger sources, such as dealing with present market rivals, can be readily managed, posing a significant risk to the firm's long-term advancement or expansion.

### c. Projected Competition Times

Competition	a suitable time frame	effect of the competition	Solution
There is a time of market competition following the creation of a firm.	This period relates to the first year of operation.	While the initial threats are due to competition, which may be a great motivation for the firm, failing to make a strong first impression with clients can have a detrimental impact on a business in its early stages. Medium danger level	It is critical to guarantee that the company creates unique goods and services in response to client preferences as well as current market demand, which may significantly aid the company in overcoming such issues from the start of the organization.
The industry's top player is fighting for your attention.	After ten years, this type of threat may be encountered in the second and subsequent years.	Customers will naturally gravitate toward the direction that we are providing, resulting in better business and helping to develop the Aspire hometown food market if the company provides a better selection of items and services at a lower cost that are of greater quality. Level of danger: Moderate	It is critical to examine all of the competitors' actions, as well as their products and services, in order to devise strategies that will allow the firm to establish itself in this competitive market and offer them with competitive edge.
New market entries jeopardize the market's competitiveness.	This period relates to the first year of operation.	Once the company's hometown food market is established and solid within the industry, new competitors with a stronger product range will represent a significant danger to Aspire's profitability. If a new entry delivers a superior product at a cheaper price, the firm faces a greater risk.	The danger of new entrants must be addressed by research and development activities that may affect customer taste and demand, and a lower price can be offset by offering a high-quality product since brand loyalty will override such worries.

Table 3 Demonstrates the projected competition periods for Aspirer's hometown food market

### D. Quality Control Measures:

Is the process through which a corporation works to maintain or increase its product quality To achieve quality, the company must create an environment where both management and employees strive for perfection. Employee education, the creation of product quality standards, and the testing of items for statistically significant differences all contribute to this.

Quality control is primarily reliant on the development of well-defined controls. These controls aid in the standardization of manufacturing as well as the response to quality issues. Limiting the amount of

space for mistake by stating which production tasks are to be done by which employees decreases the possibility of personnel getting involved in professions for which they are not well educated..

<b>Deliverables or service requirements</b>	<b>Observation</b>	<b>Individuals who are accountable</b>	<b>Acceptable quality level (AQL)</b>	<b>Procedures to be followed if performance criteria fall short of expectations</b>
Goods and services of high grade	Customer feedback	Quality assurance team	90 %	Additional R&D
Buying raw materials from credible and trustworthy suppliers	Hazardous material identification in the laboratory, as well as other quality checks	Supply chain management team	95 %	Recruiting additional suppliers
Using the most recent technology and tools, monitor the supply chain and customer service.	Precision in budgeting and time management A pleasant user experience	Department of Purchasing	90 %	Using cutting-edge technology such as block chain to trace the supply chain.
Regular implementation and development of a brand website to build a more user-friendly interface	Excellent user experience	IT departments	85 %	including IT teams in the creation of enhanced website versions
Considering customer feedback in order to enhance product quality	Evaluation System	Customer service management organizations	90 %	Conducting further client preference surveys on product kind, quality, and pricing.

Table 4: Measures to ensure quality for Aspire Hometown Food Market

#### E. Team Member Breakdown:

Is a graphical, hierarchical, and deliverable-oriented project breakdown. It is a helpful diagram for project managers because it allows them to split the scope of their project and visualize all of the tasks that must be performed.

<b>Department</b>	<b>Function</b>	<b>Individuals and groups who are part of the department</b>
Supply chain department	It guarantees and monitors the appropriate and adequate flow of goods and services throughout a network, from suppliers to items delivered to clients.	Consultants, supply chain managers, and operations planners are examples of professionals.
Department of finance and accounts	Accounting services are provided to the corporation, and its financial health is monitored. Padalkar and Gopinath (2016)	Accountants, managers, and so on. Employees, HR managers, development teams, and so on.
HR department	Employees and their performance at work must be recruited, developed, and evaluated.	Manager of Quality Control



Department of quality assurance	Ensures that the products and services offered to customers are of high quality.	Marketing executives, marketing analysts, coordinators, consultants, and managers are just a few examples.
marketing department	shaping the brand's image in the eyes of customers	Consultants, supply chain managers, and operations planners are examples of professionals.

The work breakdown structure chart is a critical tool for project planning since it describes all project work activities. The ultimate project deliverable, together with the tasks and work packages associated with it, is put on top of the WBS diagram, and the WBS levels underneath it divide the project scope to illustrate the activities, deliverables, and work packages required to complete the project from start to finish. (Bayhas Al-Sawadi, 2016)

RACI Chart	Person				
	Executive Director	Project Manager	Quality Manager	Risk Manager	IT Manager
Create charter	C	R	I	I	I
Collect requirement	I	R	A	C	R
Submit change request	I	A	R	R	I
Develop test plan	I	R	A	I	R
<b>R = Responsible A = Accountable C = Consult I = Inform</b>					

**Figure 3: RACI chart example**

Activity	Project Sponsor	Project Manager	Project Team	Department Manager
Prepare Bill of Materials		A	R	C
Prepare Estimate	I	A	R	I
Authorize Expenditure	R	I	I	I
Send Procurement Documents		R	C	
Evaluate Bids	A	R	C	
Perform Inspections	I	A	R	

*R = Responsible A = Accountable C = Consult I = Inform*

### Conclusion:

It may be claimed that in order to successfully execute the proposed company expansion of launching Aspire Hometown Food Market, focusing on organic natural food products, the corporation must adhere

to the facts and figures given inside the project proposal. Furthermore, a budget of € 2 million is quite likely to be adequate to finish the full project without the need for extra funds. The company must adhere to numerous facts and figures mentioned inside the project proposal, and by doing so, the organization will be able to accomplish better without the need for more funds.

## 2-high-speed railway:

**Figure 4: high speed railway**



### Introduction:

Historically, at least for the final half of the twentieth century, rail investment choices were typically determined by the Ministry in charge of railroads – especially where projects were of significant importance – or by the national rail corporation with a dominant position in the supply of train services. Quite frequently, the responsible Ministry was solely concerned with railway or other forms of public transportation, leaving roads, ports, and airports to other ministries. Even if responsibility for transportation infrastructure investment was centralized, different rail directorates prevented a good multimodal vision and standardization of evaluation methodologies in the transfer of financial resources to the transportation sector. Intimate ties between the public corporation and the regulatory body have impeded comprehensive evaluation of investment plans, resulting in all too often resource misallocation. This is undoubtedly one of the reasons for the sector's poor performance and loss of market share, despite investment levels much above its proportionate traffic numbers.

However, "traditional" biases are far too common as a result of the administration's lack of control over rail firms, which are the source of many investment demands. This might lead to cost forecasts that are far lower than actual figures, as well as an exaggeration of benefits to justify them. It might also go the other way, since railway companies have a tendency to be technologically driven and "over-design" projects or incorporate unnecessary components. These biases have persisted in the setting of more complicated financing frameworks, in which national enterprises, for example, have been forced to invest directly in infrastructure in order to conceal state debt, decreasing the sector's ability to make rational judgments. (Tavasszy, Lorant A, 2001)

a. State if you believe that the railway should be built.

Despite the fact that some large rail projects have gotten a lot of attention<sup>5</sup>, the consequences of inefficiency due to insufficient appraisal and decision-making have not been proven. Despite the fact that the concerns have been acknowledged, nothing has been done to modernize old evaluation systems. The need to update them derives from the sector's changing structure, which has been pushed by reform "packages" authorized at the Community level in an effort to stabilize the rail mode's market share, which has been declining for decades. One of the European Commission's top aims is to balance the weight of various modes of transportation, with a special emphasis on encouraging the growth of environmentally friendly means of transportation such as train travel. (Kivilä, J., Martinsuo, M., 2017).

The primary goal of financial analysis of plans is to analyze the effectiveness with which assets are allocated. In this way, the challenges with determining the quality to which comparable aims may be employed to attain a more distinctive scope of purposes are well recognized for the ex-risk analysis of a specific design. A system of high-speed trains can transport more passengers than automobiles and planes combined while using less electricity and with near-zero delays. Because high-speed rail services are normally placed and linked to seven railroad stations. Along with railway tracks, high-speed trains foster economic growth in secondary urban centers (Lertwatechakul et al., 2020).

A high-speed railway connects metropolitan regions usually into structured areas, which may then function as a distinct more grounded administration. High-speed trains enhance labor demands and provide workers with a more thorough structure of management to consider. With smart, straightforward access across places, high-speed trains support and facilitate the expansion of innovative enterprises. As a result, Japan must reject the initiative as a terrible investment. Due to low passenger estimates, it is now ineffective and lucrative.

b. What are the additional ways for the proposed railway to earn income?

To enhance income, the train station might engage in the scheme. Railways will also license out property near to accounts to boost farms. This will provide jobs in underserved areas, promote food preservation, and prevent infringement. Several additional initiatives have been done to boost revenue.

- Government can adopt a ticket fee give-away scheme, similar to LPG cylinders. It was being developed, but it has yet to be implemented. As a result, those with means may opt to provide non-subsidized transportation (subsidy is 47 percent). The problem with such a structure is that everyone wants to be acknowledged if he provides a subsidy. This government has the option of publishing his or her identify on the IRCTC website. They can even offer him a non-subsidized

card (in several formats with a star) or display his name on the information screen at the railway station. They can also provide incentives, such as a certificate signed by the railway minister/prime minister if you pay Rs 10,000 in a year.

Subsidy is the extra burden that the government carries for individuals who are unfamiliar with the term. It is comparable to a discount. For example, for a fee of Rs 100, the railway charges us Rs 53–57, with the remainder being a subsidy (discount). As a result, the government can appeal to the public or provide a ticketing alternative in which you can purchase a ticket without subsidies. The same thing happened with LPG cylinders. The government pleaded for subsidies, however around 1 crore people did not take advantage of the cheaper cylinder and instead paid full price. Personally, I received LPG subsidies and paid the whole cost of the cylinder.

Advertisement- It is undeniable that a railway based only on rail revenue and suppliers would never be profitable. It must enlist the help of private partners. The range is all of these metro stations have sponsors, such as the Bank of Baroda for Sikandarpur and Honda for Visvavidyalay. These are a source of revenue. Sponsorship of railway stations is also conceivable, with CSK sponsoring Chennai, Ambani sponsoring CST, Infosys sponsoring Bengaluru, and so forth. The main issue currently is that by sponsoring, the value of these stations would be eroded. But I don't think so. In fact, it will generate more revenue that can be used to upgrade these stations.

- Other private players, such as KFC and Domino's, should be granted additional space within the train station. Vendors currently sell the majority of culinary items. In the little locations I've been, I've only seen pvt players at how rah station. In the New Delhi station, there are no MNC food outlets. They can even work in confined spaces with limited resources. (Tavasszy and Lorant, 2001)
- Similarly, KFC, Domino's, and other fast-food businesses should be permitted to operate inside moving trains. At the time, only train catering performs this function. Making it possible for them to do so will enhance competition and produce income.
- Advertisement display screens should be put in train stations to promote PVT firms.
- Advertisements should be allowed on trains and inside businesses. It occurs and is successful in the metro.
- Companies such as "Coca Cola Sleeper Coach" or "Voltas AC Coach" can sponsor coaches.
- The entire train, like the "TATA Rajdhani Express," might be sponsored.

- Firms may be allocated a small spot at the top or bottom of tickets where they can place their logo.
- A long-distance train with mini eateries, a mini library, stores selling products, and a little theatre can operate. Everyone in the theatre will be provided headphones so that turbulence does not interfere with the movie's sound.
- Advertisements on trains and inside businesses should be permitted. It happens and works in the city.
- Coaches can be sponsored by companies such as "Coca Cola Sleeper Coach" or "Voltas AC Coach."
- Like the "TATA Rajdhani Express," the entire train might be sponsored.
- Firms may be assigned a little space at the top or bottom of tickets to insert their logo.
- A long-distance train featuring micro cafes, a mini library, merchandise stores, and a small theatre may run. Everyone in the theatre will be given headphones to prevent turbulence from interfering with the movie's sound

### Conclusion:

According to the site page, the Thai railway project will have no significant influence on the island's economy, legal, technical, or environmental factors. As a result, it can be claimed that having a high-speed train network connecting two economically developed regions with lower ticket prices is one of the most valuable assets for both the government and the passengers, benefiting both parties. It has been decided that the railway project would not have a substantial impact on technology, legal laws, or the environment.

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