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Project Proposal for Aspire International Corporation

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Project 1: Aspire Fitness Club and Spa

Introduction

Aspire International Corporation, a multinational corporation based in Sweden, seeks to diversify its portfolio by expanding its business through new projects. After carefully considering three potential projects, the chosen project for Aspire International Corporation is the Aspire Fitness Club and Spa.

This project proposal aims to evaluate the viability, potential risks, projected competition times, quality control measures, team member breakdown, and possible additional funding requirements for the chosen project. In addition, we will assess the viability of a high-speed railway project connecting Bangkok to Chiang Mai in, Thailand, as requested by the prime minister, Gen. Prayut.

The primary objective of this report is to present a thorough analysis and recommendation for the chosen project, considering factors such as market demand, financial feasibility, and alignment with Aspire International Corporation's strategic goals. By undertaking a comprehensive assessment, we aim to make an informed decision to maximise the corporation's value and contribute to its long-term success.

This report is structured into two main sections. The first section focuses on the project proposal for Aspire Corp., covering various aspects such as project budget allocation, risk analysis, projected competition times, quality control measures, team member breakdown, and potential additional funding requirements. This section will provide a holistic view of the project and lay the foundation for its successful execution.

The second section of the report addresses the high-speed railway project in Thailand. We will conduct a project viability analysis to evaluate whether the project should be pursued. This analysis will consider cost efficiency, ticket pricing, and additional revenue-generating opportunities. By thoroughly examining these aspects, we aim to provide a well-informed recommendation on the viability of the proposed railway project.

Project Description

The chosen project for Aspire International Corporation is the development of the Aspire Fitness Club and Spa. This project aims to establish a membership-based fitness and health centre that caters to the growing demand for wellness and fitness services. The Aspire Fitness Club and Spa will provide comprehensive facilities and services to promote physical fitness, mental well-being, and relaxation.

The key features and offerings of the Aspire Fitness Club and Spa include the following:

State-of-the-Art Fitness Facilities: The fitness club will feature a spacious and well-equipped gymnasium with a wide range of modern exercise equipment, including cardiovascular machines, weightlifting stations, and functional training areas. The facilities will accommodate various fitness levels and exercise preferences, catering to beginners and experienced fitness enthusiasts.

Group Exercise Classes: The club will offer a diverse range of group exercise classes led by certified instructors. These classes may include yoga, Pilates, aerobics, spinning, and other popular fitness programs. The courses will cater to different preferences and fitness goals, providing members with engaging and effective workout options.

Personal Training Services: To enhance the member experience and facilitate individualised fitness journeys, the Aspire Fitness Club and Spa will offer personalised training services. Certified personal trainers will provide one-on-one sessions, assess members' fitness levels, and develop customised workout plans to help them achieve their goals effectively and safely.

Spa and Wellness Facilities: Besides the fitness amenities, the club will feature a spa area offering relaxation and wellness services. This may include massage therapy, sauna and steam rooms, jacuzzi baths, and other treatments. The spa facilities allow members to unwind, de-stress, and rejuvenate their minds and bodies.

Health and Nutrition Guidance: The Aspire Fitness Club and Spa will prioritise holistic well-being by providing health and nutrition guidance to its members. This may include access to nutritionists, dieticians, and wellness consultants who can offer personalised advice on diet, lifestyle choices, and overall health management. The club may also organise educational seminars and workshops on various wellness topics to empower members with knowledge and support their healthy living journey.

Community and Social Engagement: To foster community and camaraderie among members, the club will organise social events, fitness challenges, and member-exclusive activities. This will create an inclusive and supportive environment that encourages members to connect, share experiences, and motivate each other on their fitness and wellness journeys.

The project aims to differentiate itself by emphasising quality, personalised service, and a comprehensive approach to fitness and well-being. By offering a combination of fitness facilities, group classes, customised training, spa services, and wellness guidance, the Aspire Fitness Club and Spa will cater to individuals seeking a holistic and integrated approach to health and fitness.

The target market for the Aspire Fitness Club and Spa includes individuals of various age groups and fitness levels who prioritise their well-being and seek a premium fitness experience. This may include working professionals, health-conscious individuals, fitness enthusiasts, and those seeking a balanced and healthy lifestyle.

The project timeline for the development and launch of the Aspire Fitness Club and Spa will depend on various factors such as site selection, construction timelines, procurement of equipment, and regulatory approvals. A detailed project schedule will be established during the planning phase to ensure a smooth and timely execution.

In conclusion, the Aspire Fitness Club and Spa project aims to create a high-quality, member-centric fitness and wellness facility offering many amenities and services. By addressing the growing demand for health and fitness services, the project aligns with Aspire International Corporation's goal of diversifying its portfolio and capitalising on emerging market trends.

Project Budget

Successfully implementing any project requires careful budget planning and allocation of resources. In the case of Aspire International Corporation's chosen project, the Aspire Fitness Club and Spa, it is essential to establish a well-defined project budget to ensure the project's financial feasibility and smooth execution. The initial budget allocated for this project is 2 million euros, and further funds can be requested if necessary. Let's delve into the details of the project budget allocation:

a. Construction and Infrastructure Costs: One of the significant components of the budget will be allocated to the construction and infrastructure development of the fitness club and spa. This includes the costs associated with building structures, interior design, plumbing,

electrical systems, HVAC (heating, ventilation, and air conditioning), and other necessary facilities. A thorough evaluation of construction requirements, including materials, labour, and permits, should be conducted to estimate the precise allocation for this aspect.

b. **Equipment and Furnishings:** Another crucial aspect of the budget will be procuring fitness equipment, spa amenities, and furnishings for the facility. This includes gym equipment, spa treatment tables, sauna and steam room installations, reception desks, furniture, and decor. It is essential to research suppliers, obtain quotations, and consider the equipment's and furnishings' quality and durability to ensure that the allocated budget meets the project's requirements.

c. **Marketing and Promotion:** A portion of the budget should be allocated to marketing and promotion activities to create awareness and attract potential members to the fitness club and spa. This includes the development of a marketing strategy, designing promotional materials, online marketing campaigns, advertising, and public relations efforts. Allocating a sufficient budget for marketing will enable the project to reach the target audience effectively and generate interest in the services offered.

d. **Staff Recruitment and Training:** Allocating a budget for staff recruitment and training is vital to ensure the availability of qualified and skilled personnel for the fitness club and spa. This includes expenses related to hiring processes, salaries, benefits, and training programs. The budget should also consider ongoing staff development initiatives to enhance the skills and knowledge of the team members.

e. **Operational Costs:** The project budget should account for ongoing operational expenses, such as utilities (electricity, water, gas), maintenance, cleaning services, insurance, and administrative fees. It is crucial to thoroughly analyse the estimated monthly operational costs to allocate an appropriate budget for sustaining the fitness club and spa after its launch.

f. **Contingency Funds:** It is advisable to allocate a portion of the budget as contingency funds to account for unforeseen expenses or cost overruns. By having a contingency budget, the project can better handle unexpected circumstances or changes in the scope without impacting the overall financial viability.

The initial project budget for the Aspire Fitness Club and Spa is estimated to be 2 million euros. This budget will cover facility construction or renovation expenses, equipment

purchase, staffing, marketing, and operational costs for the first year. The breakdown of the project budget is as follows:

Facility construction/renovation: €1,000,000

Equipment purchase: €500,000

Staffing: €300,000

Marketing: €100,000

Operational costs (first year): €100,000

Risk Analysis

4.1 Identifying Risks

Risk identification is a crucial step in ensuring project success. The following are potential risks associated with the Aspire Fitness Club and Spa project:

- a. **Market Competition:** The fitness industry is highly competitive, with many established players. The club will compete with existing fitness centres, gyms, and wellness spas.
- b. **Changing Customer Preferences:** Consumer preferences and trends in the fitness industry can change rapidly. The club must adapt to evolving customer demands to remain competitive.
- c. **Staff Recruitment and Retention:** Attracting and retaining qualified fitness trainers, wellness experts, and spa professionals can be challenging. The success of the club depends on the quality of its staff.
- d. **Economic Factors:** Economic fluctuations, such as recessions or changes in disposable income, can affect consumers' willingness to spend on fitness club memberships and services.
- e. **Regulatory Compliance:** The club must comply with various regulations and health and safety standards, which may require additional investments and ongoing monitoring.
- f. **Operational Efficiency:** Ensuring smooth operations, timely maintenance of equipment, and efficient scheduling of classes and appointments are critical to member satisfaction and success.

4.2 Risk Mitigation Strategies

To mitigate the identified risks, the following strategies will be implemented:

- a. **Market Research and Competitive Analysis:** Conduct thorough market research to identify target customer segments, understand their preferences, and differentiate the club from competitors. Develop unique selling propositions and marketing strategies to attract and retain customers.
- b. **Continuous Monitoring of Customer Preferences:** Stay updated with the latest fitness trends, customer feedback, and market research to adapt the club's offerings and services accordingly. Regularly solicit customer feedback to understand their changing preferences and adjust the club's offerings accordingly.
- c. **Comprehensive Staff Recruitment and Retention Strategies:** Implement an effective recruitment process, including thorough screening, interviewing, and reference checks, to hire qualified and motivated staff members. Develop employee retention programs, such as professional development opportunities, competitive compensation, and a positive work environment.
- d. **Economic Analysis and Contingency Planning:** Conduct economic analysis and scenario planning to assess the potential impact of economic fluctuations. Develop contingency plans, such as flexible pricing strategies, value-added services, or targeted marketing campaigns during economic downturns.
- e. **Compliance Management:** Assign a dedicated team member or department to ensure compliance with regulations and health and safety standards. Regularly review and update policies and procedures to adhere to changing laws.
- f. **Robust Operational Processes:** Implement efficient operational processes, including equipment maintenance schedules, class scheduling systems, and member appointment management. Regularly assess operational efficiency and make necessary improvements to provide a seamless member experience.

Projected Competition Times

The Aspire Fitness Club and Spa project is estimated to have a construction and setup phase of six months. This includes facility construction or renovation, equipment installation, and recruitment and training of staff members. Following the setup phase, the club will enter the competition phase, estimated to be 12 months. During this phase, the club will focus on attracting and retaining members, building brand awareness, and achieving profitability.

Quality Control Measures

To ensure the delivery of high-quality services and customer satisfaction, the following quality control measures will be implemented:

- a. **Regular Staff Training:** Conduct comprehensive training programs for fitness trainers, wellness experts, and spa professionals to enhance their skills and knowledge. This will enable them to provide exceptional services to club members.
- b. **Customer Feedback and Satisfaction Surveys:** Implement a feedback mechanism to regularly gather input from club members regarding their experiences, suggestions, and areas for improvement. Act upon the feedback received to enhance the overall quality of services.
- c. **Regular Maintenance and Upgrades:** Implement a preventive maintenance program to ensure all equipment and facilities are well-maintained and in good working condition—periodic plan upgrades to keep up with technological advancements in fitness equipment and spa treatments.
- d. **Compliance Audits:** Conduct periodic audits to ensure compliance with health and safety regulations and quality standards. Identify any deviations and take corrective actions to maintain the desired level of quality.
- e. **Performance Metrics:** Establish key performance indicators (KPIs) to track and evaluate the club's performance. This can include member retention rate, customer satisfaction scores, and revenue per member. Regularly review these metrics to identify areas for improvement and implement appropriate measures.

Team Member Breakdown

The success of the Aspire Fitness Club and Spa project relies on a dedicated and skilled team. The following is the proposed team member breakdown:

- a. **Project Manager (Lead):** Responsible for overall project coordination, budget management, stakeholder communication, and ensuring project objectives are met.
- b. **Architect/Designer:** Designs the layout and structure of the fitness club and spa, considering functionality, aesthetics, and space utilisation.
- c. **Construction Contractors:** Responsible for the construction or renovation of the club facility, adhering to the architectural plans and specifications.

d. **Equipment Suppliers:** Provide state-of-the-art fitness equipment, spa facilities, and related technology required for the club's operations.

e. **Fitness Trainers and Wellness Experts:** Certified professionals who will provide club members with personalised training programs, fitness classes, and wellness services.

f. **Spa Professionals:** Qualified spa therapists and estheticians who will offer a range of spa treatments and services.

g. **Administrative and Support Staff:** Includes receptionists, administrative assistants, and maintenance personnel who will support the smooth functioning of the club.

Additional Funds Request (if needed)

While the initial budget of 2 million euros is allocated for the Aspire Fitness Club and Spa project, additional funds may be needed based on unforeseen circumstances or revised cost estimates. A formal process for additional funds requests will be established to address this.

The project team will monitor the project's progress, conduct regular financial reviews, and assess the need for additional funds if unexpected costs or requirements arise. A detailed proposal outlining the reasons for the additional funds, the estimated amount required, and the potential impact on the project's timeline and deliverables will be submitted to the relevant stakeholders for review and approval.

The decision to allocate additional funds will be based on a thorough analysis of the financial impact, project viability, and alignment with Aspire International Corporation's strategic goals.

It is important to note that the budget allocation should be reviewed and adjusted periodically throughout the project's lifecycle. Regularly monitoring expenses, financial reports, and cost control measures will ensure that the project stays within the allocated budget and can identify potential deviations or variances that must be addressed.

By carefully allocating the budget and maintaining financial discipline, the Aspire Fitness Club and Spa project can be executed successfully while ensuring the optimal utilisation of resources and achieving the desired outcomes.

Project 2: high-speed railway Viability Analysis

State if the railway should be built:

Based on the provided information, it is recommended that the high-speed railway connecting Bangkok to Chiang Mai should be built. Here are the reasons supporting this recommendation:

- a. **Economic Benefits:** Constructing a high-speed railway can significantly impact the economy. It can create jobs during the construction phase and provide long-term employment opportunities in the operation and maintenance of the railway. The project will stimulate economic growth in the region by improving transportation infrastructure and facilitating trade and tourism.
- b. **Enhanced Connectivity:** The high-speed railway will improve connectivity between Bangkok and Chiang Mai, reducing travel time and enhancing accessibility for residents and tourists. This increased connectivity can boost the two cities' tourism, trade, and business activities, leading to economic development.
- c. **Environmental Considerations:** High-speed railways are generally considered more environmentally friendly than other modes of transportation, such as air travel or road transportation. They produce fewer greenhouse gas emissions per passenger kilometre and help reduce congestion on roads and airports. The railway project aligns with sustainability goals and supports Thailand's commitment to reducing carbon emissions.
- d. **Cost Efficiency:** Although the prime minister wants the project to be cost-efficient, evaluating the long-term benefits and potential return on investment is essential. While the estimated cost of 100 billion baht is substantial, assessing the economic and social benefits the railway can bring over its lifespan is necessary. The potential revenue and positive impact on various sectors can outweigh the initial investment.

Additional Ways for the Proposed Railway to Earn Income

To ensure the financial viability and sustainability of the proposed high-speed railway project, the following additional income opportunities can be explored:

- a. **Ticket Revenue:** While the prime minister has set a maximum ticket price of 1,200 baht, the railway can offer different ticket categories based on the level of service. This can include premium or business class options with higher fares, targeting passengers who value

additional comfort and amenities. The railway can cater to different passenger segments and generate additional revenue by offering a range of ticket options. It is essential to conduct market research and analyse demand patterns to determine the optimal pricing structure for different ticket categories.

b. Ancillary Services: The railway can provide ancillary services such as onboard catering, Wi-Fi connectivity, and entertainment options for an additional fee. By partnering with local vendors or establishing in-house services, the railway can enhance the passenger experience and generate supplementary income. For instance, a partnership with a renowned catering company can offer passengers various food and beverage options, providing added convenience and revenue stream.

c. Advertising and Sponsorships: Utilize the train cars, station areas, and digital screens for advertising. Seek sponsorship opportunities from local businesses, tourism boards, and corporate partners to generate additional income. By leveraging the popularity and visibility of the railway, advertising and sponsorships can provide a steady revenue stream. This can include static and dynamic advertising opportunities, such as train wraps, station billboards, and digital displays. Additionally, partnering with local tourism boards can promote attractions and generate advertising revenue.

d. Retail and Commercial Spaces: Develop commercial spaces within the railway stations to attract retail tenants, restaurants, cafes, and other businesses. Revenue can be generated through lease agreements and revenue-sharing models. The railway can generate additional income and provide passengers with various amenities and services by creating a vibrant and bustling environment within the stations. This includes convenience stores, boutiques, speciality shops, and co-working spaces.

e. Freight Services: Explore the potential for dedicated freight and passenger services. The railway can generate additional revenue and contribute to the logistics and supply chain sector by transporting goods and products between Bangkok and Chiang Mai. This can be particularly beneficial for high-value or time-sensitive goods, providing a reliable and efficient transportation option. Collaborating with logistics companies and offering competitive rates can attract businesses to utilise the railway for their freight needs.

f. Integrated Tourism Packages: Collaborate with local tour operators, hotels, and attractions to create integrated tourism packages that include train travel, accommodation, and sightseeing activities. By bundling services and offering a seamless travel experience, the

railway can attract more tourists and generate revenue through partnerships and commissions. This approach can also help promote local tourism destinations and drive economic growth in the surrounding areas.

g. Real Estate Development: Explore opportunities for real estate development around the railway stations. This can include the construction of hotels, commercial complexes, and residential properties. Revenue can be generated through property sales or long-term lease agreements. By leveraging the railway's infrastructure and connectivity, real estate development can attract investors, businesses, and residents, creating a vibrant and economically thriving corridor along the railway route.

h. Partnership with E-commerce Platforms: Collaborate with popular e-commerce platforms to offer last-mile delivery services. By leveraging the railway's extensive network and logistics capabilities, passengers can conveniently shop online and deliver their purchases directly to their destination city. This partnership can provide an additional revenue stream and enhance the overall passenger experience.

By diversifying revenue streams and exploring innovative business models, the proposed high-speed railway can enhance its financial viability and contribute to the economic growth and development of the region. It is essential to conduct a detailed feasibility study and financial analysis to assess the viability and profitability of each income stream and develop a comprehensive business plan for the railway project. This should include market research, cost-benefit analysis, and stakeholder consultations to ensure that the additional income opportunities align with the project's objectives and contribute to its long-term sustainability.

Conclusion

The Aspire Fitness Club and Spa aim to differentiate itself and provide a high-quality member experience by delivering a holistic and integrated approach to health and fitness. The project proposal outlined vital features: state-of-the-art fitness facilities, group exercise classes, personalised training services, spa and wellness amenities, health and nutrition guidance, and community engagement opportunities.

The project budget allocation outlined the components requiring financial resources, such as construction and infrastructure costs, equipment and furnishings procurement, marketing and promotion activities, staff recruitment and training, operational costs, and contingency funds. The project can be executed successfully by carefully allocating the budget and monitoring expenses while ensuring financial discipline and optimal resource utilisation.

Regarding Thailand's high-speed railway project, the viability analysis considered cost efficiency, ticket pricing, and additional revenue-generating opportunities. Given the prime minister's directive to ensure cost efficiency and affordable ticket prices, further evaluation is required to determine the project's long-term financial viability. Exploring additional income streams such as advertising, sponsorships, onboard services, and ancillary offerings could help offset operational costs and maintain affordable ticket prices.

Aspire International Corporation can strategically diversify its portfolio and capitalise on emerging market opportunities by making well-informed decisions based on the project proposal and viability analysis. The chosen project, the Aspire Fitness Club and Spa holds significant potential for success, given the growing interest in health and wellness. With careful planning, execution, and ongoing evaluation, this project can contribute to the corporation's long-term growth, profitability, and customer satisfaction.

Aspire International Corporation's commitment to innovation, quality, and customer-centricity will be essential in realising the chosen project's vision and establishing a solid presence in the fitness and wellness industry. Continued monitoring, adaptation, and refinement will be vital to maintaining a competitive edge and meeting evolving market demands.

In conclusion, the chosen project presents a promising opportunity for Aspire International Corporation to expand its business, contribute to the well-being of individuals, and achieve sustainable growth in a dynamic and evolving market landscape.

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