

Project management

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1.0 Introduction

Project management is not only a management since if we have a wide perspective on life, we will find that life also is a project starts when born but we do not know when it will finish also, we can find that it divided to a smaller project.

Learning, marriage, work even our self we can consider our selves a project we want to work on to develop.

So, we can do the same in business considering any kind of developing as a project to reach the max profit of this developing.

2.0 choosing of the project.

If we see the comparing between the three projects is hard because the three are related to each other as FMCG but for me, I will choose the

Aspire hometown food market.

This kind of projects not only attract more clients but also, it's one of the most trends in the world now because most of the people are more moving toward healthy and organic food with the spread of the Agricultural pesticides and using chemicals so the most are going to organic products, and this will be one of our axes in marketing plan

We are going to analyse and determine the needs in detail.

2.1 project proposal

This business model is one of the easiest and hardest models because it is dealing with the most human need (food), so we must plan it wisely and correct.

We are going to cover the most of organic products (vegetables, fruits, dairy and poultry)

2.1.1 project scope

1- products scope

Products category: all organic natural food

Sub-categories:

- Fruits and vegetables
- Dairy products
- Poultry products
- Fresh meat

2- project process

Location	• Starting with one branch inside Sweden • High footfall location in the middle of town to be easy for reaching.
Layout design	• Must be clear and smooth design to make it an easy journey for shopping. • Divided to four main departments
Branding	• start branding the new project designs. • executing the construction • finalizing
Hiring	• start job listing for the employees needed. • start the hiring processing. • training and orientation phase
Marketing	• start a marketing campaign
Soft opening	• start a soft opening phase with customers reviewing and suggestion
Final opening and launching	• taking in considering all the reviews and suggestion then execute it so we can start our launching phase
Expanding	• as we are a multinational company with a big worldwide expanding so we must start the phase of expanding inside Sweden within 6 months from the final launching

2.1.2 - Project timeline

As we must move fast to finalize the project and launch it so we must work in parallel with all levels of execution

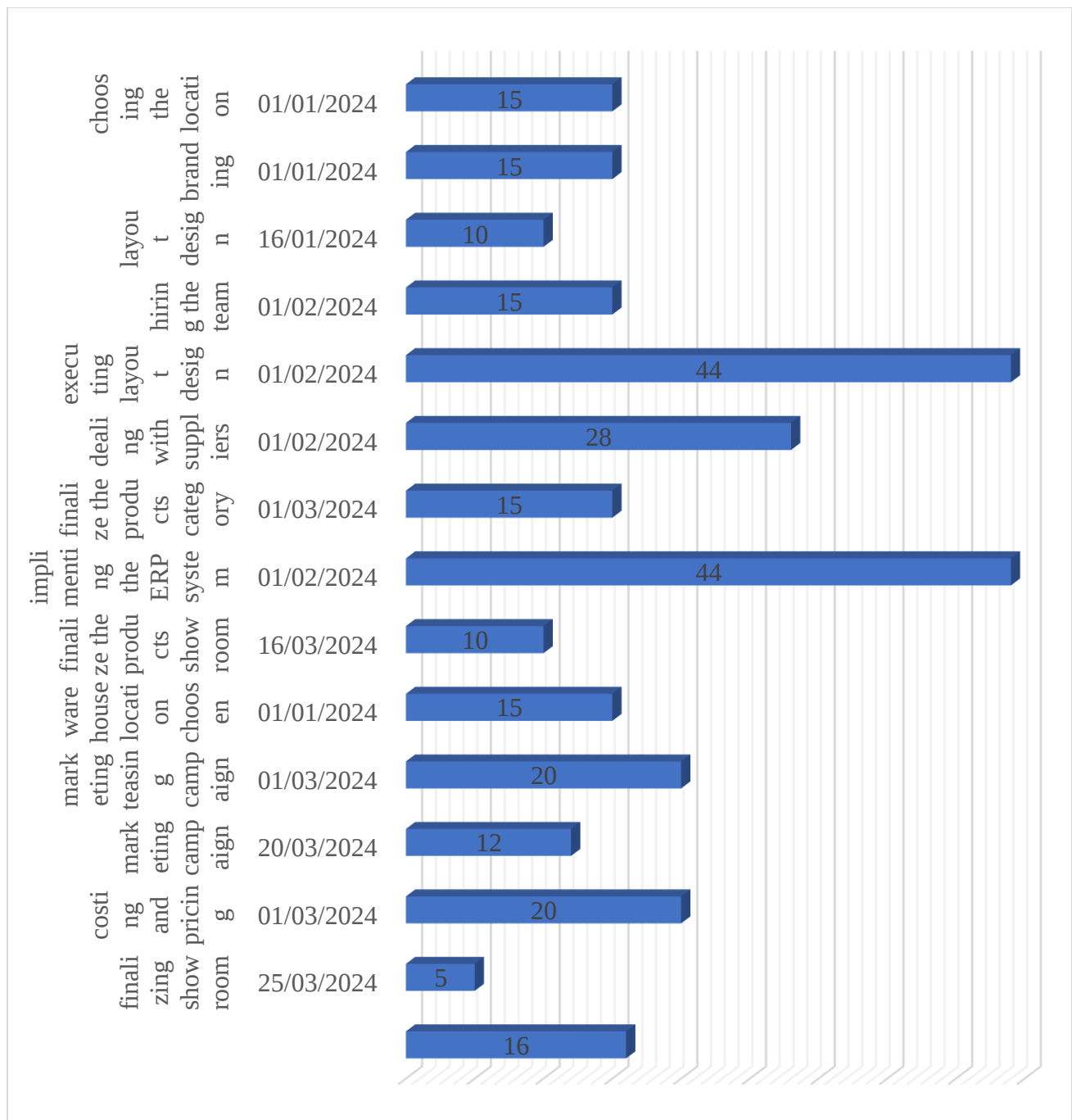
Time always equals money so as much as we save time, we will save money, but we must take in considering that if we want to launch the project faster, we are going to work and hire more people for the launching phase.

At the same cases always takes about four to six months to finish and launch such a project

But we can make it in three to four months starting from January and ending at the beginning of April to launch the first branch.

Next is the time limit schedule for each task with start and ending date.

Start Date	End Date	Milestone/Activity	Task Duration / days
01/01/2024	15/01/2024	choosing the location	15
01/01/2024	15/01/2024	branding	15
16/01/2024	25/01/2024	layout design	10
01/02/2024	15/02/2024	hiring the team	15
01/02/2024	15/03/2024	executing layout design	44
01/02/2024	28/02/2024	dealing with suppliers	28
01/03/2024	15/03/2024	finalize the products category	15
01/02/2024	15/03/2024	implementing the ERP system	44
16/03/2024	25/03/2024	finalize the products show room	10
01/01/2024	15/01/2024	warehouse location chosen	15
01/03/2024	20/03/2024	marketing teasing campaign	20
20/03/2024	31/03/2024	marketing campaign	12
01/03/2024	20/03/2024	costing and pricing	20
25/03/2024	29/03/2024	finalizing show room	5
31/03/2024	15/04/2024	soft opening	16



As we see in the timetable we are going to cover and work in parallel for multiple tasks to save time and cost too

Project execution duration is estimated by three months to start the soft opening then we can continue opening for fifteen days as soft then fully opening after that.

After six months of launching, we can go for expanding our project inside Sweden then after one year we can go worldwide expanding starting with the European markets depending on business development manager reviews and plans.

After that we can go for more expanding in ME countries specially gulf countries as it considers an exceptionally large and competitive market

2.1.3 project budget

Next is a simple estimating about project budget depending on top management's assigned budget.

We have 2M EU to start, and I know that we will not need more for the first branch as I had studied the market with association of the supply-chain and operations managers.

We make some quotations revise with constructing and decorations companies.

Revising the AVG of rents in the middle of Stockholm and a near warehouse for making easier organization

As we will see the cost is depending on our time limit, we must follow the frame in case we want to stick with the budget.

Here is a simple expenses budget with all capex and OPEX needed till the project start gain some revenue.

After that I will present the revenue budget for the project as estimating in association with the project finance team

project budget		
project name	Aspire Hometown Food Market	
starting fund	2,000,000.00	
total cost	1,915,000.00	
available fund	85,000.00	
budget analysis		
needed capex		
detail	EST cost	
building improving	325,000.00	
finalizing construction	120,000.00	
decoration	85,000.00	
freezing and chilling rooms	180,000.00	
shelves	65,000.00	
cars	225,000.00	
shopping trollies	35,000.00	
total capex	1,035,000.00	
OPEX		
detail	EST cost	
showroom rent	95,000.00	
goods purchasing	250,000.00	
PM team cost	120,000.00	
hiring cost	85,000.00	
branding	25,000.00	
marketing campaign	35,000.00	
utilities	25,000.00	
1st month running cost	125,000.00	
warehouse rent	120,000.00	
total OPEX	880,000.00	

As we see in the budget, we are saving about 0.04 % of the assigned budget which is a highly efficient result.

The revenue budget

Month	monthly EXP sales	Monthly exp expenses	monthly GM
1	250,000.00	150,000.00	100,000.00
2	275,000.00	165,000.00	110,000.00
3	302,500.00	181,500.00	121,000.00
4	332,750.00	199,650.00	133,100.00
5	366,025.00	219,615.00	146,410.00
6	402,627.50	241,576.50	161,051.00
7	442,890.25	265,734.15	177,156.10
8	487,179.28	292,307.57	194,871.71
9	535,897.20	321,538.32	214,358.88
10	589,486.92	353,692.15	235,794.77
11	648,435.62	389,061.37	259,374.25
12	713,279.18	427,967.51	285,311.67
Total	5,346,070.94	3,207,642.57	2,138,428.38

I have depended on FMCG normal growth rate by 10 % in sales and expenses.

So, we can see the more revenue starting from the 1st month of launching.

2.1.4 Risk analysis and solutions

Project operations Risk list:

1- Food quality

As a high-quality organic food market, we must be sustained in our quality as a priority in our operations this is one of the high-risk operations regarding to

- The lake of suppliers

Suppliers' delivery timing is the most important we must not be out of stock under any situation.

- Storing conditions

Warehouses must be suitable for all kind of products, well arranged and easy to determine all the stock levels.

- Seasonality

Products quality changing regarding to seasonality we must face this by find alternatives for all products.

By the way we are going to list all our quality standards in the next part of the proposal and how we are going to fix all these matters and create a measure for all quality standards

2- High competition

As a new market we are seeking to gain a high market share, so we must keep an eye on our competitors, so we must start awareness phase by marketing team as soon as possible.

By a competitive price and quality, we can guarantee a high market share and a good start.

3- Time limit declines

We must commit to the time limit for the project, clearing all the issues on time to guarantee the launching time.

4- Budget exceeding

We must control the budget of expenses and the starting budget and keep monitoring the actual budget VS the estimated on all steps and levels.

2.1.5 quality measures

quality is the factor which guarantees the consistency of any project or company at any sector whatever what we offer products or services it always depends on our quality to be a market lead company specially in the sector of FMCG.

as FMCG we are looks like hospitality companies which is the hardest sector in business we are dealing with client's food or usual goods for a daily use so it is hard to satisfy all but we will do as much as we can to get customer's attention and loyalty first, we must be known that the quality in aspire hometown market is divided to two departments.

First product quality which is the 60 % of our success because useful product guarantee sustains sales.

Second service quality which is the rest 40% of our success.

1- the products quality measures

- freshness: all products must be fresh and in good condition.
- good packing: packings must be new and attractive with a clear detail about the product.

for these two points we must have a daily checklist about each department standards

- 1- expiry date of products
- 2- freshness conditions
- 3- stock in hand

storing condition in warehouse

this must be monitoring on daily base for checking storages temperature, expiration and product condition.

we must follow all food safety instructions in both show room and storage.

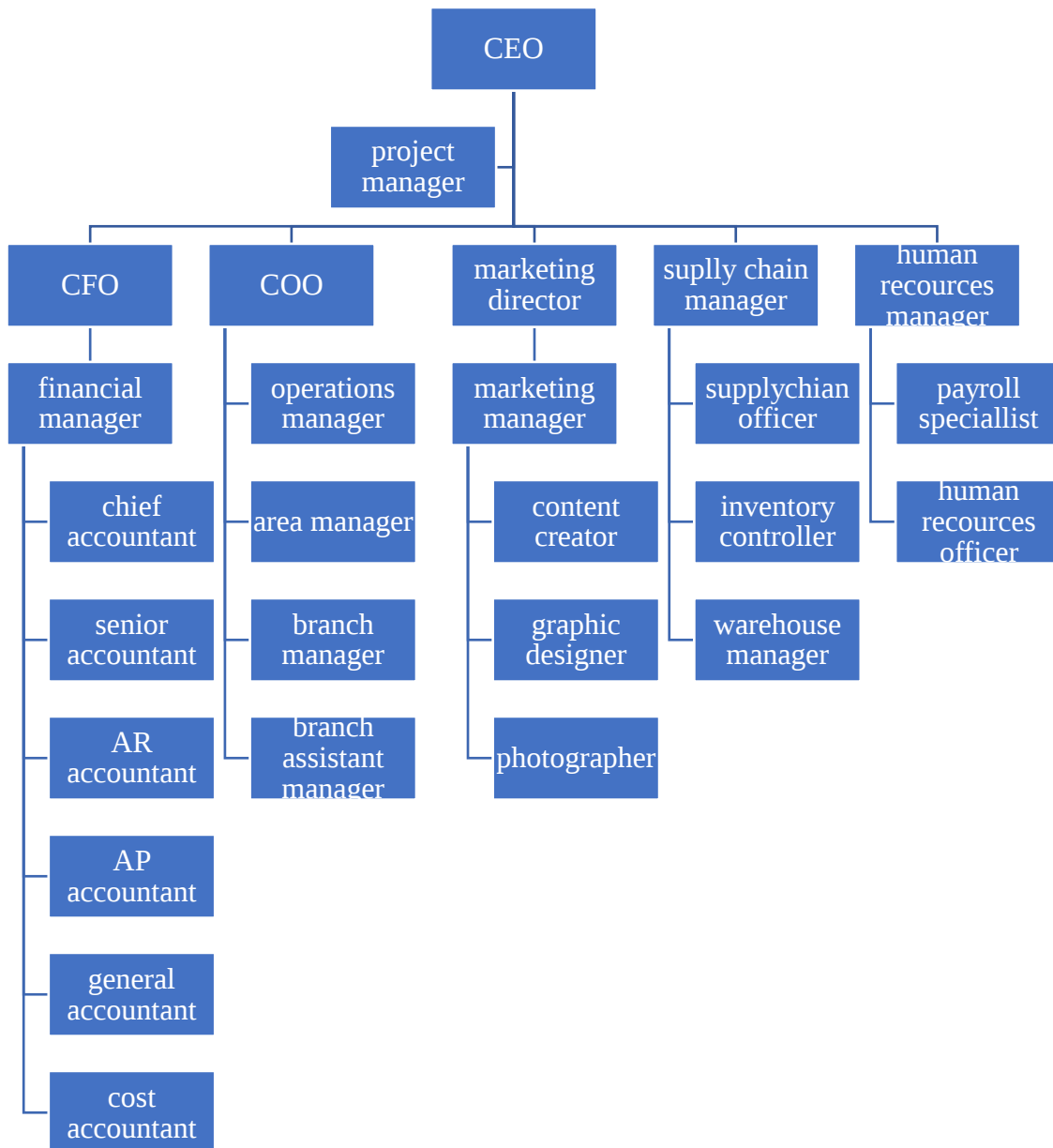
transportations also must follow all food safety instructions.

show room and storage shelves must arranged and be clean and clear.

2- the services quality

- all shopping trollies must be available in a clean condition and good for use.
- shopping trollies quantity must be 1.1 of the max expected count of client inside the showroom.
- all department heads and Co workers must use a unify uniform with id tags following the food safety instructions using gloves and facemasks al time.
- customer service agent must be existing all time to help and manage any customer issues.
- high count of cashiers avoiding any delaying in rush hours
- all departments inside show room must have two assistants to help customers.

2.1.6 team members



3 CEO

3.1 project manager

3.2 CFO

3.2.5 financial manager

3.2.5.1 chief accountant

3.2.5.2 senior accountant

3.2.5.3 AR accountant

3.2.5.4 AP accountant

3.2.5.5 general accountant

3.2.5.6 cost accountant

3.3 COO

3.3.5 operations manager

3.3.6 area manager

3.3.7 branch manager

3.3.8 branch assistant manager

3.4 marketing director

3.4.5 marketing manager

3.4.5.1 content creator

3.4.5.2 graphic designer

3.4.5.3 photographer

3.5 supply chain manager.

3.5.5 supply chain officer.

3.5.6 inventory controller

3.5.7 warehouse manager

3.6 human resources manager

3.6.5 payroll specialist

3.6.6 human resources officer.

this is the full details about the aspire hometown project I wish I have covered all the project's sides and scope.

in case we need to increase our starting budget, I will send a direct request to the financial department to give more fund with a clear budget usage analysis and clarifications.

3.0 Thailand railway

Railway is always the fastest and best experiences land transportation while using it for both people or goods transportation it is always a fast and comfort way, so I support the project.

Rail ways always open a new line of manufacturing and job seeking opportunities.

Manufacturing always grow when using railways, it gives more solution for transporting raw materials and goods between cities.

3.1 Project scope

Is to build a new railway between Bangkok and Chiang Mia in the north of Thailand.

The distance is about 686 KM which is a long and good distance really needs railway t.

The railway will serve about thirty-one stops between both towns so we will serve a lot of towns also.

Three Levels of degrees

- economic
- business
- First class

Goods transportations services for manufactures and manufacturing area.

The max budget for the project is 100 B Baht

This will be very enough for the project.

We will make the ticket for one thousand Baht as max for the longest journey between Bangkok and Chiang Mia

With the high population rate with 71 M and about 9 m of tourists every Q of the year depending on the Q1 of 2024

We will get the investment in a quick and high rate.

Project timeline

We will divide the project for three phases.

Each is for 200 KM this phases execution will take about 3 years to finalize it and we can start launching each separately to start gain revenue faster also to evaluate the level of services.

As we see the expected revenue and expenses for the project after its final launching which is fileable on the level of governorate projects as along term developing projects

daily usage	100,000.00
AVG ticket	800.00
daily revenue	80,000,000.00
yearly revenue	29,200,000,000.00
expected expenses	24,000,000,000.00
expected margin	5,200,000,000.00

3.2 more revenue ways

In railways we can have additional ways of revenue always like add some choices for the clients

- 1- Meals and extra services for more fees
- 2- Using the business and first class with more fees for travellers with more services.
- 3- Extra luggage spaces

This all can be charged with the tickets.

Business transportations fees

We can take more for the goods transportation if we provide an excellent quality of services making it faster than normal ways of transportation.

The highest additional revenue will come from the railway stops and stations.

- 1- We can make a shopping area with an exceptionally good products just to attract the tourists buy some souvenirs this area will be under the railway ministry managing and all revenue will be for it.
- 2- The stations can contain some extra space to be rent under operations of private companies to serve the travellers with food or coffee or some like that.
It will guarantee a fixed revenue on monthly or yearly base which will increase all revenue of the project.

Smart managing of any project can save more expenses and give more profitability and efficiency to any project.

Quality also gives more profitability and efficiency.

So, we have listed a smart and quick proposal for this project with some revenue ideas to be discuss with the ministry.

But at the end I will repeat that the project is a highly demand in Thailand

4.0 conclusion

At the end I have been so exiting while writing the projects portfolio and proposals

Project management is a highly effective and efficient topic in management.

It is not only in business it is extended to get inside all roles and topics in life so we can get increasingly at the end.

This management specially in business can make the business grow faster and multiple if we care about

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