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COVER PAGE AND DECLARATION

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MGT580: Project Management
Module Assignment: Project Proposal

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Introduction

Swedish-based Aspire International Corporation is a global enterprise. This company is currently looking to start a project on Aspire Fitness Club and Spa in order to grow its business. In developed, metropolitan locations, the fitness and spa industries are mostly in trend. This kind of business has access to a huge customer base. Aspire International Corporation's primary goal is to grow their company and make money doing so. They intended to open a membership-only fitness center and spa. centered health and fitness facility. A variety of services, including exercise classes, workout rooms, spas, yoga studios, personal training areas, swimming pools, sports facilities, and the healthcare system, will be available at the fitness club and spa. Aspire International Corporation intends to focus their project on an urban region. The fitness center needs 4000 square feet of area. Large spaces for exercise centers, yoga courses, a pool, sports facilities, a community hall, a spa club, and other things will be available. We will go over the project in this portfolio. budget, risk assessment, quality assurance, project rivalry, disintegration of the team, and necessary funding. The major goal of this portfolio is to demonstrate the project's success and completion. The Swedish global firm Aspire has invested in Aspire Fitness Club and Spa as part of its portfolio. In order to keep the average health of the city's residents, they wish to invest in a reasonably priced gym where they may provide memberships. To make it successful, some creative ideas are implemented, such as minimal cost and judgment.-free zone theory. Unlike other gyms, the club allows members to exercise, unwind, and enjoy themselves without having to work out intensely (León-Quismondo, García-Unanue & Burillo, 2020). Even if the current competitors also offer massage therapy, personal trainers, and other services to draw clients, they want to offer all of these services for less money.

1.

a. Project Budget

The project budget is estimated by closely examining every facet and assigning a grade to the lowest budget that still preserves the desired outcomes. Below is the projected budget

Aspire International Corporation Fitness and Spa Club	
Item	Amount
Physical Location	€ 9,50,000.00
Construct Building	€ 5,00,000.00
Building Architectures	€ 1,50,000.00
Gym Equipment's & other Equipment's	€ 2,50,000.00
Licenses and Permit	€ 5,000.00
legal and Processing Fees	€ 15,000.00
Computer Network & POS system	€ 50,000.00
Employees Hiring & Management	€ 1,20,000.00
Security System	€ 30,000.00
Advertising & Promotion	€ 20,000.00
Miscellaneous	€ 25,000.00
Total	€ 21,15,000.00

The project has a total price of €20,75,000 and includes 11 different areas, such as the building's physical location, architecture, and gym.

equipment and other equipment, permits and licenses, processing and legal costs, computer networks, point-of-sale systems, personnel hiring and management, security systems, advertising and marketing, and other items.

The physical site for this project has a high budget—€9,50,000 is needed.

The plot's great

physical value stems from its urban setting, which is encircled by a variety of shops and markets. Although opening a physical site only requires a one-time expenditure, there are numerous advantages to attracting more clients from urban locations. The urban districts' geographic location aids in attracting a strong customer base. The next money will go toward constructing, which will cost €5,00,000. Building a multi Building the facility will cost at least this amount. Buildings will house exercise centers, yoga courses, swimming pools, sports facilities, community halls, spa clubs, and other amenities, as we have mentioned. The primary cause of the high cost of building construction is the variety of facilities, large areas, and challenges associated with operating in metropolitan locations. The cost of building structures is expected to be €1,50,000, as various interior design types are needed for different programs. The price of other equipment and gym supplies needed €2,50,000. Because high-tech equipment has been installed to assist create the greatest fitness club in those competitive areas, the cost of the equipment is considerable. Legal and processing fees will cost €15,000, in addition to the costs of licenses and permits, which total €5000. To manage and store customer and employee data, POS system implementation and computer networking are essential. Employing staff will need a significant financial commitment, likely totaling €80,000. It's crucial to install a security system for upkeep of the facilities and equipment. The €30,000 security system will come with a variety of capabilities, including CCTV cameras and metal detectors. Effective marketing and promotion are required when Aspire International Corporation launches its new fitness and spa club project. The promotion and advertisement will be needed €20,000; it will support the fitness club's efforts to attract new members and develop a sizable customer

base. We predict that the many forms of ancillary charges required for this project, which arise after the project's inception, will come to €25,000. Since the € 2 million cap has been exceeded, additional funding should be needed.

The fitness center is a health and exercise facility that requires membership. When a fitness club gains popularity or adopts some of the organization's brand values, it can become a very profitable enterprise. The project's goal is to give the nearby customers the highest caliber services and amenities possible. 300 people are the minimum intended clientele that this fitness club will have upon launch.

Even though resource and time management are crucial components of assessing the project manager's performance, whether or not a project was completed within budget is perhaps the most crucial factor in judging its success—that is, presuming it is completed within a reasonable amount of time before the intended completion date. If the resources were managed properly and everything went according to plan, the budget should presumably not be an issue. Nevertheless, the project manager needs to closely monitor the critical expense items to ensure that the actual costs are in line with the estimates made when the budget was created. Assume, for instance, that the initial project plan predicted that a task would require the

services of a specific independent contractor for three weeks during the project, for a total of twenty hours each week, at an hourly rate of \$100. The task's total cost could double from \$6,000 to \$12,000 if the contractor bills for 40 hours per week at the same rate after the project starts, even though there is only one contractor and no changes to the resource or schedule because the task was finished in the allotted three weeks so that other tasks could begin on time. Depending on the project's size and funding, the extra \$6,000 might or might not make a big difference; still, the narrative does highlight potential problems with regard to the There could be a final project cost When developing a project budget, seasoned project managers usually have a solid understanding of the many kinds of direct costs that must be considered. The precise cost categories may certainly vary depending on the project;

nonetheless, the majority or all of the following may be included in a typical project budget: capital outlays, which

include large assets that must be bought outright in order to be used in the project (such as buildings, software, equipment, etc.); lease and rental costs, including licensing fees, for assets that must be available for use in the project but do not require purchase; staffing costs, which include all employee-related expenses (such as salaries, benefits, costs associated with hiring new employees, and amounts paid to independent contractors hired to help the project team); professional services, which include fees and expenses for outside consultants, attorneys, accountants, engineers, architects, and other experts; and supplies and raw materials, which include items that will be consumed during the project and will no longer be available for use after the project is finished. The budget may also account for additional "one-time" costs that are

routine business operations, such as providing specialized training on a subject directly relevant to the project to everyone or a large portion of the workforce. To assess the project's expected return on investment, at the very least, certain indirect costs might also be included in the budget. For instance, even though the costs of team members' phone use may come from sources other than the project budget, a portion of those costs may be assigned to the project based on a "educated guess" as to the proportion of team members' phone use that is connected to their project-related work

b. Risk Analysis

There are risks associated with any sort of business since the essence of business is taking calculated chances in order to improve and profit. The hazards that Aspire Fitness & Spa Club will encounter are diverse.

Injury risk, equipment obsolescence, personnel danger, security lapses, location, equipment theft, equipment breakage, membership withdrawal, and competition are among the concerns. The biggest and most frequent

risk at the fitness center is injury. A variety of injuries, including those caused by equipment malfunctions like treadmills, can occur in fitness centers.

These wounds are extremely harmful and can occasionally result in death (Estes et al., 2020). Fitness clubs should employ fitness trainers to assist patrons in learning how to operate the equipment correctly in order to prevent these kinds of risks. An important issue that worries every owner of a fitness center is obsolescence. The primary cause of obsolescence at a fitness club is the subpar equipment and poor service. Unfavorable events, such as injuries, can also make a fitness center more outdated. Employee resignations could occur in the middle of the contract for improved opportunities the source of internal disputes in the company. In this scenario, the fitness center may experience staffing issues due to a reduction in personnel.

Risks of security breaches include the possibility of financial information, personal data, and other kinds of information being stolen from customers. If there are available entrants in the business or if the area's values soon decline, the fitness club's site will be at risk.

Equipment failure or crash is a typical occurrence in fitness centers, and it can increase the risk to the finances if multiple pieces of equipment malfunction at the same time.

Project management, like many other organizational tasks, necessitates paying attention to risk management, which is recognizing situations or problems that could pose a significant obstacle to the project's successful completion within the financial and schedule constraints outlined in the initial project plan. Risk management can be a significant concern for larger projects, and the project manager might even appoint a risk management officer to supervise the field. However, most of the time, risks can be handled more casually and controlled through routine meetings where team members discuss the project's status and exchange information regarding unanticipated problems that may have arisen while working on it. Risks can be categorized using two primary dimensions: the possibility that there will be an issue and how it will affect the project's ability to be completed successfully. Issues that are deemed

"critical" and require prompt attention are those that are very probable and could significantly affect the project. A significant error in the project's activity scheduling is an illustration of a critical issue. "High frequency" and "low impact" or "low frequency" and "high impact" problems are regarded as "major" issues that need to be resolved as soon as possible to avoid becoming critical

An instance of a potential severe issue could be the unanticipated absence of important team members for prolonged periods of time. Little issues (those with little frequency and impact) shouldn't have a significant

though they should be kept an eye on to make sure they don't grow into something more serious. If the project manager can find a suitable replacement, for instance, a supplier's late delivery of raw materials may be manageable. But, if a supplier who was initially identified as crucial to the project keeps failing to deliver on time, it could eventually become a serious issue.

Feasibility Analysis

All age groups can use the knowledgeable equipment at Aspire Fitness Club and Spa to maintain their current level of fitness. They also offer personnel to assist with workouts and the planning and execution of activities. The mission of Aspire Fitness Club and Spa is to promote health and wellness, offering members access to top-notch facilities at a reduced rate to help them achieve their fitness objectives. The goal of Aspire Fitness Club and Spa is to give individuals the gift of good health by offering health services. Additionally supporting raise self-esteem and inspire others to reap the rewards. In order to prioritize health, we want to establish healthy daily routines. Not only will we establish a space for physical fitness, but also a lifelong companionship. Aspire's guiding principle is that we will build a fitness center that is truly committed to meeting the requirements of its patrons. This will be accomplished by providing the greatest equipment available, consistently maintaining the most recent accreditations, and creating a spotless, uncrowded environment. Aspire's objectives are to provide opportunities to maintain and improve the staff's health and well-being as well as that of

the wider network. providing a range of fitness initiatives in an effort to persuade people to adopt healthier lifestyles. To serve every person with the utmost care, promoting wellbeing with fitness evaluations, exams, health screenings, knead therapy, exercise regimens, and personalized meal planning advice. to strengthen the study of solidarity preparation, craftsmanship, and weightlifting. To provide renowned clients with superior support and a better preparation center than any competitors in the industry and the area.

Aspire's approach entails: Seeking a closer relationship with Aspire members and ensuring that every individual has a positive experience. aptitude and assist current employees in gathering business-related data.

Market Analysis and Trends:

Spa, fitness center, and gym services are in high demand right now. People's desire to become healthy and fit is growing every day. Since obesity and excessive weight have caused thousands of people to suffer, they now desire to be in shape. Going to the gym is a simple approach for people to get in shape and lose weight. The market for the fitness and spa club is very large in terms of client base. Aspire International Corporation's fitness and spa club faces a variety of competitors in the urban region due to the wide range of competitors available in the market. This fitness club's target demographic includes working individuals, sports enthusiasts, children, housewives, athletes of all stripes, college students, and senior citizens.

Competitive Advantage:

The Aspire Company's brand value, the state-of-the-art equipment, and the top-notch services offered by the fitness and spa club provide this project a competitive edge.

Sales Forecast:

Three hundred registered members will be our target for the first year following the fitness and spa club's launch. Customers can choose from three different membership tiers: Silver, Gold, and Diamond. The fitness center made the decision to set a minimum membership requirement for each customer: €3500 for a Silver card, €5500 for a Gold card, and €8000 for a Diamond card. 50 customers are the intended market for the Diamond card, 100 consumers are the intended market for the Gold membership card, and 150 consumers are the intended market for the Silver card. For the first several months after these fitness centers open, these are the intended clientele. Following that, the clientele will grow daily, and this company will make money by adding more members. Some estimates for the first year of earnings are given.

Membership	Yearly Membership Cost	Number of Member	Earning
Silver	€ 3,500.00	150	€ 5,25,000.00
Gold	€ 5,500.00	100	€ 5,50,000.00
Diamond	€ 8,000.00	50	€ 4,00,000.00
Total Earning in first year			€ 14,75,000.00

c. Projected Competition Times

The goal of the project is to introduce the fitness and spa club in order to grow Aspire International Corporation's business. The Project competition hours will be characterized as an urban multi-location fitness and wellness club. The fitness center will provide its members exclusive services and brand-new technological equipment.

d. Quality Control Measures

We'll concentrate on Aspire Fitness and Spa's quality control procedures in this section.

It must remain aware of several aspects of the business in order to

manage a fitness center. These elements include customers, employees, and facilities. Every day, a lot of issues could arise in this place (Yusof, Popa & Geok, 2018). Quality control will assist us in preventing these issues. Moreover, it provides excellent customer service. We can make a checklist using common approaches for corporate quality control. It is employed to support and maintain the company's profitability.

A Measure of Prevention: The quality control club needs to be hygienic, secure, and operating in accordance with the machinery. It is required to give people wipes and hand sanitizer. Every time a machine is used, all of the handles need to be cleaned.

Display the Facilities: Making an impression is crucial. It is required to abide by both the initial and final impressions. Additionally, it must guarantee that the waiting area and Dryer rooms are secure and hygienic. Investing in a specialized cleaning company will help maintain the entire building.

Train Staff: By offering to pay for new certificates as well as training courses, it is essential to maintain track of all staff members up to date. To keep up professional certificates, it is utilized.

It is the finest approach for both business and employee development. Focus just on the membership, class, product, and service that the firm needs to sell. The goal is to build a knowledgeable workforce and a potent sales force.

e. Team Member Breakdown

This fitness center has numerous divisions, thus hiring a diverse staff is necessary to oversee and operate the facility. The general manager, quality manager, risk manager, marketing manager, yoga instructor, fitness trainer, counselor, sports coach, swimming coach, equipment handling teams, accountants, and other general staff members have been among the staff members. The primary team members are general managers, who are typically also the fitness club's owners. In this instance, however, they hope to recruit a manager to oversee their spa and fitness operations. The fitness club's quality manager is eager to keep the level of service high.

f. Additional Funds Request

The fitness club has an initial budget of €2 million, but the project is expected to cost €2.115 million. To finish this project, an additional €0.115 million will be needed.

The high value of the physical location and the installation of high-quality equipment in the fitness and spa club is the reason why additional funding is needed for the project. We guarantee that the project's objectives and purpose will not change, and that its quality will be the greatest in the vicinity.

Conclusion:

As a result, Aspire International Corporation is currently seeking to develop its business through the membership-based fitness and wellness center Aspire Fitness Club and Spa in order to diversify its portfolio. The project has a sizable customer base and is situated in an urban location. In the first year, the customer base targeted 300 consumers, indicating an effective earnings of €1.475 million. This implies that Aspire will only need a year and a half to recover their investment. It can claim that Aspire International Corporation will earn greatly from its decision to invest in a spa and fitness center.

2.

a) Viability Analysis

The assessment of a project's viability began with determining whether the plan can achieve its goals while still providing significant financial and commercial benefits to the market and stakeholders. When all else is equal, financial and commercial viability does not mean abandoning approved courses. Numerous factors that need to be examined determine exposure in terms of certain institutional, social, and cultural contexts or detrimental impacts on the surroundings. The success of a project was contingent upon a number of commercial factors, and the choice of whether to move forward with a plan or not was governed by a number of

regulations. Project viability analysis should aim to spot circumstances in which the risks associated with scarce resources may exacerbate actual overall debts and steer clear of these plans. During the project planning phase, organizers addressed the project's financial, social, and feasibility.

Studies show that the route only sees 11,000 travelers a day. However, 35,000 passengers are thought to be traveling (Wu & Pojani, 2016). There needs to be a 53000 passenger increase in order to make money from the ticket sales.

A high-speed train costs 100 billion baht per day divided by 365 to get 27397260 baht.

The daily earnings are going to be $1200 * 10,000 = 13200000$ Baht.

Making a profit in the first year will not be easy. Therefore, in order to turn a profit, the daily passenger count must rise from 35,000 to 55,000.

The concepts of present value and future value are used for calculating the discount rate, which takes time value of money modifications into account. Future costs and benefits are discounted back to the present using a discount rate in order to determine their current value.

An annual income of $1200 * 365 * 11000 = 4380000000$ baht is earned.

Thus, to recover the costs, it will take $100000000000/4380000000=22.83$ years. The discounted rate can be computed, yielding a return on investment in roughly 23 years if the benefits outweigh the costs.

Examining the effectiveness of asset allocation is the primary goal of a plan's financial analysis. In this sense, the issues with evaluating the degree to which similar goals may be employed to accomplish a more distinctive scope of purposes are well recognized when it comes to the ex-risk analysis of a particular design. Using less energy than cars and airplanes combined, a network of high-speed rails can carry more passengers than nearly without any delays. Given that seven railroad locations are usually connected to high-speed rail services. Along with train tracks, high-speed trains also promote economic growth in secondary urban cities (Lertwatechakul et al., 2020). High-speed rail connects populated cities to planned territories, which can therefore

function as a distinct, more sensible management. High-speed trains add to the workload and give workers access to a wider range of supervisors to oversee. A high-speed rail system makes it easier for innovative firms to expand by providing them with quick and easy access to different locations. Japan must therefore reject the proposal as a poor investment. Because of the low passenger estimates, it is currently not profitable or effective.

Additional Ways

The railroad station can take advantage of the initiative to boost earnings. Railroads will also lease out the land next to accounts in order to expand farmland. This will boost food preservation, stop infringement, and provide jobs for underprivileged areas.

To boost their revenue, a number of other actions have been made.

- Strategies for making the most of rail display systems, portable assets, out-of-home advertising, unsolicited ideas, and content on the market.

- approved electronic route in the following Railway Foundation projects/sections

- Plans for high-speed trains

- railway electrification

- signaling systems

- massive, quick transport networks

- Foreign Direct Investment in these areas is focused on sectoral policies that address crucial security services provided by the main government.

Increased revenue from services:

- Catering services
- Conveyance Service
- Customer support
- Services for Luggage and Parcel Van

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