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COVER PAGE AND DECLARATION

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1. Executive Summary - Detailed Explanation

In this particular project, the executive summary includes the following::

1. Implementing agency:

- The project is owned by Aspire International, a multinational company headquartered in Sweden, reflecting its international expertise and ability to implement high-quality projects globally..

2. Project objective:

- The company seeks to diversify its business portfolio by entering a new sector, namely the fitness and wellness sector..
- The project aims to establish the Aspire Fitness Club and Spa, an integrated center that provides sports, health, and therapeutic services based on monthly or annual subscriptions..

3. Importance of the project:

- The project comes in response to the growing demand for health and wellness services, especially in dense urban areas whose residents are seeking a healthy and balanced lifestyle..

4. allocated budget:

- An initial budget of **2,000,000 euros** It covers costs related to facilities, equipment, human resources, marketing, technology, and others..

5. What the proposal includes:

- This proposal details all aspects related to the project, such as::
 - Detailed budget distribution
 - Assessing potential risks and plans to deal with them
 - Expected project completion timeline
 - Quality control methodology
 - Administrative structure and work team
 - Possible request for additional funding if necessary

- Feasibility study for a parallel project (high-speed train)

2. Project Overview:

1. Project name:

Aspire Fitness Club & Spa

2. The main objective of the project:

Establishing a comprehensive fitness and wellness center, based on a subscription system, providing an integrated range of health and sports services in a modern and comfortable environment targeting urban groups..

3. Main project components:

Aspire Club & Spa will offer a variety of services, including the following::

1. modern sports facilities:

- Gyms equipped with the latest cardio and strength equipment.
- Designated areas for group and individual exercises.
- An environment designed to enhance physical performance and health monitoring..

2. Yoga and Pilates classes:

- Regular sessions led by certified trainers.
- Focus on physical and mental balance, breathing techniques and meditation..
- Available for different fitness levels, from beginners to advanced..

3. Swimming pool and spa services:

- heated indoor swimming pools.
- sauna and steam rooms.
- Hydrotherapy and therapeutic massage sessions for relaxation and rejuvenation.

4. Nutritional counseling:

- Providing individual nutritional consultations.
- Nutrition plans tailored to each member's goals (weight loss, muscle gain, general health).
- Supervision of qualified nutritionists.

5. Wellness workshops:

- Organizing interactive workshops on healthy habits, sleep, stress, and smart nutrition..
- Participation of experts in the fields of mental and physical health.

4. Proposed location:

The project will be located in a major urban area with a high population density and a medium to high income level, allowing it to attract a variety of customer categories seeking an integrated health environment in an easily accessible location..

5. Target audience:

- Professionals and employees keen to improve their lifestyle.
- Those interested in fitness and wellness.
- Individuals looking for high-end services in a comfortable and safe environment.
- Women and men of all ages, especially those aged 25 to 45 years.

6. Project added value:

- The project represents a qualitative leap in fitness and wellness services in terms of quality and integration..
- Contributes to improving the quality of life for urban groups.
- Promotes health awareness in the community through a comprehensive approach (physical, psychological, nutritional).

7. Expected result:

Establish a strong brand in the health and wellness sector, achieve sustainable profits with the potential for regional expansion in the future..

3. Project budget:

For this project, a total budget of 2,000,000 euros has been allocated, distributed over several main items as follows::

1. Facility acquisition – €500,000

- This amount includes the purchase or rental of suitable space in a major urban area..
- It also includes costs associated with setting up the site's basic infrastructure (such as electricity, water, ventilation, etc.).

2. Interior design and equipment – 600,000 euros

- Allocating a large portion of the budget to equipping the center with modern and advanced sports equipment..
- It also includes the design and furnishing of yoga rooms, massage rooms, sauna rooms, and reception in a luxurious and attractive manner..
- Investing in quality furniture and fittings reflects a professional image and increases customer satisfaction..

3. Employment and training – 300,000 euros

- This item covers initial hiring salaries and costs of finding qualified personnel (trainers, specialists, administrative staff)..
- It also includes training and qualification expenses to ensure quality of service and professional performance from day one..

4. Marketing and Promotions – €200,000

- This portion is spent on digital marketing campaigns and traditional advertising (billboards, print publications).
- It also includes organizing launch events and membership promotions to attract early members..

5. Technology and software – 150,000 euros

- This amount is invested in purchasing and developing the center's appointment booking systems, membership management, and mobile applications.
- It also includes security surveillance systems, accounting systems, and performance management software.

6. Licenses and permits – 50,000 euros

- Covers the costs of official and legal permits required to operate a fitness and spa center, which vary by country and city..
- It also includes legal fees and consulting costs related to compliance with local laws..

7. Emergency Fund – 200,000 euros

- This fund is allocated to cover any unexpected expenses or emergency circumstances (such as supply delays, breakdowns, regulatory changes)..
- The existence of this fund reflects smart planning and keenness to ensure the continuity of the project without stumbling..

summary budget Final:

Estimated cost(€)	Item
500,000	Facility acquisition
600,000	Interior design and equipment
300,000	Employment and Training
200,000	Marketing and Promotions
150,000	Technology and Software
50,000	Licenses and Permits
200,000	Emergency Fund
2,000,000	the total

4. Risk analysis:

In the Aspire Fitness Club & Spa project, risks were classified into three main categories::

FirstlyOperational risks

These risks relate to the daily and practical aspects of establishing and operating the project, and include::

1. construction delay

- **Description**Delays may occur due to unforeseen factors such as weather conditions, supplier delays, or permit issues.
- **Impact**This may delay the project launch and increase costs.
- **Preventive strategy:**
 - Prepare a detailed timeline with clear implementation phases..
 - Provide alternative emergency plans for each stage..
 - Contract with reliable contractors with experience in similar projects..

2. high employee turnover rate

- **Description:** Frequent loss of key staff or trainers.
- **Impact:** Low quality of service, high recruitment and training costs.
- **Preventive strategy:**
 - Providing competitive financial and moral incentives.
 - Develop professional development and continuous training programs to raise the level of loyalty..
 - Create an attractive work environment that supports team spirit and work-life balance..

secondlyFinancial risks

Related to financial resource management and spending.

1. Budget overrun

- **Description**The possibility of encountering unexpected costs that would exceed the allocated budget.
- **Impact**This may cause project phases to stall or require additional funding.
- **Preventive strategy:**

- Allocate an emergency fund within the budget (€200,000 has been allocated for this purpose).
- Conduct monthly financial reviews to monitor spending..
- Preparing accurate and periodic financial reports to ensure transparency and prompt decision-making..

ThirdMarket risks

Related to competition and market demand.

1. The emergence of new competitive centers

- **Description**The possibility of opening competing fitness centers in the same area.
- **Impact:**May result in fewer customers or lower revenue.
- **Preventive strategy:**
 - Focus on distinguishing the club's services through:
 - Providing a unique membership experience.
 - Relying on quality service and excellent customer service.
 - Providing exclusive offers such as nutritional consultations and workshops..
 - Develop a strong brand based on innovation and credibility..

✓ The importance of risk analysis:

This analysis is a strategic tool for managing challenges before they occur. It enables project management to:

- Preparing for the future.
- Respond quickly to crises.
- Reducing losses and increasing the chances of success and sustainability.

5. Expected completion time:

Overall project timeframe:

about 11 months

This schedule extends from the moment planning begins until the official opening of the project..

Details of the implementation stages and the expected time period for each one:

1. Planning and design phase – (two months)

- Includes developing the implementation plan for the entire project..
- Preparing engineering and architectural designs for club and spa facilities.
- Selecting equipment and suppliers, and scheduling work.
- Obtaining official approvals and initial permits.

the goal:Ensure clarity of vision and precise definition of technical and financial requirements before implementation begins.

2. Construction and preparation phase – (6 months)

- Implementation of basic construction and building works, including::
 - Equipping gyms, recreation rooms, spas, and service facilities.
- Installation of sports equipment and technology systems.
- Interior design and finishing.

the goal:Providing a fully equipped environment that meets the quality and comfort standards expected by customers.

3. Recruitment and staff training phase – (2 months)

- Appointing the necessary staff to operate the center (trainers, receptionists, nutritionists, administrative supervisors, etc.).
- Providing intensive training programs to ensure unified service standards and customer interaction..

the goal:Building a qualified and effective team capable of optimally representing the project's identity.

4. Marketing and Pre-Launch Phase – (1 month)

- Launching marketing and advertising campaigns (digital and field).
- Organize early bird membership offers to attract the first wave of customers..
- Preparing the opening ceremony and media promotion.

the goal:Create public excitement and media interest before the official opening, helping the project get off to a strong start.

Full schedule in brief:

Time period	stage
2 months	Planning and design
6 months	Construction and preparation
2 months	Employment and Training
1 month	Marketing and Pre-Launch
11 about a month	Total

6. Quality Control Procedures – Detailed Explanation

In the Aspire Fitness Club and Spa project, a set of control procedures were adopted to ensure quality in various aspects of operation and service, in order to achieve excellence and sustainability in performance..

Quality control objectives:

1. Ensuring that services meet the highest health and professional standards.
2. Monitor and improve performance periodically.
3. Enhancing customer confidence and loyalty.
4. Detect problems early and address them quickly.

First: Periodic inspection of facilities and equipment

- **the goal:**Ensure the safety and operational efficiency of equipment and facilities.
- **Implementation:**Conduct weekly checks of sports equipment, health facilities (swimming pools, saunas, steam rooms), and ventilation and air conditioning systems.
- **Expected results:**
 - Reducing sudden breakdowns.
 - Reducing user accidents.
 - Extend equipment life and reduce maintenance costs.

Second: Collect customer opinions (feedback)

- **the goal:**Measuring customer satisfaction and identifying points for improvement.
- **means:**
 - Monthly surveys online or via the club app.
 - Suggestion boxes inside the center.
 - Monitor customer reviews across digital platforms.
- **Expected results:**
 - Continuously improve service quality.
 - Involving customers in developing the center.
 - Building long-term relationships with members.

Third: Evaluating employee performance

- **the goal:**Ensuring that staff adhere to professional and ethical standards.
- **means:**
 - Quarterly performance evaluations of trainers and administrative staff.
 - Performance indicators(KPIs) to measure engagement, attendance, customer satisfaction, and punctuality.

- Regular individual interviews to provide feedback and guidance.
- **Expected results:**
 - Raising team efficiency and motivation.
 - Promoting a culture of professional development within the center.

Fourth: Health and safety audits

- **the goal:** Ensure a safe and healthy environment for employees and customers.
- **mechanism:**
 - Conduct a comprehensive audit twice a year of cleanliness, first aid, emergency equipment, and general safety systems..
 - Compliance with local and international regulations for fitness and health centers.
- **Expected results:**
 - Reducing health and legal risks.
 - Promote the center's image as a reliable and committed place for safety..

Documentation and follow-up mechanisms:

- Use a digital quality management system that records all observations and corrective actions..
- Preparing periodic reports to present monitoring results to senior management.
- Assign a quality assurance officer(Quality Assurance Manager) Follows up on the strict implementation of policies and standards.

Quality Control Plan Template – Aspire Club & Spa:

Correction procedures	Authentication method	Repeat execution	Responsible authority	Description	Item	#

Immediate maintenance or replacement	Electronic inspection reports	weekly	Maintenance and Operations Management Team	A comprehensive inspection of sports and technical facilities and equipment to ensure their efficiency and safety.	Periodic inspection of facilities	1
Additional training or modification of procedures	Customer surveys and feedback reports	monthly	Quality Manager and Operations Manager	Monitor customer experience in the lounge, spa, and reception.	Service Quality Evaluation	2
Task review or performance improvement programs	Performance Evaluation Forms + Individual Interviews	Quarterly	Human Resources Manager	Measuring the performance of trainers and administrative staff based on performance indicators.	Employee performance evaluation	3

Updating protective equipment and staff training	Compliance Checklist	Semi-annual (or emergency when needed)	Health and Safety Supervisor	Ensure that safety, hygiene and sterilization procedures are implemented.	Health and Safety Audit	4
Review and renew legal documents	Updated legal files	annual	Legal Department	Verify licenses, contracts, and the center's compliance with laws.	Legal Compliance Monitoring	5
Improve content or change service providers	Participant evaluations and quality team feedback	After each workshop or course	Training Program Management	Monitoring the quality of programs provided to clients by trainers and specialists.	Quality control of workshops and consultations	6

7. Team Member Details - Detailed Explanation

Team formation philosophy:

Members were selected based on::

- Experience in their specialized fields.
- Ability to work within a diverse team.

- The leadership and management skills necessary to deal with the various challenges of a project of this size.

Team members details and their main responsibilities:

Job title	the name
project manager	Mahmoud Abu Al-Shaar <ul style="list-style-type: none"> oLeading the project from inception to final delivery. oCoordination between different teams and follow-up on the implementation of plans and schedule. oMaking operational decisions and monitoring the budget. oSubmit periodic reports to senior management.
Operations Manager	Jane Doe (Jane Doe) <ul style="list-style-type: none"> oSupervising daily operations within the center after its opening. oOrganizing workflow between different departments (gym, spa, customer service). oQuality control and implementation of performance standards.
Marketing Manager	John Smith (John Smith) <ul style="list-style-type: none"> oDesign and implement digital and traditional marketing strategies. oManaging promotional campaigns and membership programs. oMonitoring the market and analyzing customer and competitor behavior.
Director of Finance	Emily Davis (Emily Davis) <ul style="list-style-type: none"> oPreparing the general budget and monitoring expenditure. oConduct financial analyses and periodic reports.

	oDealing with financing agencies, accounting and financial compliance.
Human Resources Manager	Michael Brown (Michael Brown) oLeading recruitment processes and selecting suitable talent. oManaging training and career development for employees. oSetting internal policies and ensuring a positive work environment.

The importance of clearly distributing roles:

1. **Focus on efficiency:**Each member specializes in a specific aspect of the project, ensuring high implementation efficiency.
2. **Avoid overlap and conflicts:**Clearly defining responsibilities reduces task conflict.
3. **Promote team spirit:**A clear structure fosters collaboration and encourages effective communication.
4. **Readiness for expansion:**Having a flexible management structure that enables smooth future expansion when opening new branches or developing services.

Important note for team management:

It is very important to hold weekly team meetings to review progress, address challenges, motivate members to work together and use digital tools such as:**Trello, Asana, or Microsoft Teams**To distribute tasks and follow up on their implementation efficiently.

8. Request for additional funding:

Due to unforeseen circumstances or as a result of strategic opportunities worth investing in, allocating or requesting additional financing is natural and logical within the framework of flexible and conscious financial management..

The required amount:

500,000 euros (half a million euros)

Reasons for requesting additional financing:

1. unexpected expenses(Unforeseen Expenses):

- Some unplanned costs may arise during the implementation phase, such as:
 - Delay in construction or supply works.
 - Increase in the prices of some materials or equipment.
 - Additional fees for specialized licenses or technical services.
- **The importance of financing:**Provide rapid financial support to avoid project shutdown or schedule disruption.

2. Equipment Upgrades:

- After implementation begins, newer technology or new, more efficient sports equipment may become available, requiring investment to ensure competitiveness and quality..
- **The importance of financing:**Ensuring that the center is equipped with the latest equipment to meet customer expectations.

3. Service Expansion:

- Based on market research, an opportunity may arise to add new services such as:
 - oxygen therapy room.
 - Psychological counseling or comprehensive healthy living support.
 - The club's advanced digital application.
- **The importance of financing:**Seize opportunities and achieve market excellence.

4. Additional marketing campaigns(Enhanced Marketing):

- To ensure a strong start for the center, it may be necessary to:
 - Increased spending on digital advertising and social media.
 - Organize major launch events to attract early customers.
- **The importance of financing:**Boost brand awareness and increase subscription volume from the early stages.

How to manage extra funding:

- Additional funding will be allocated according to specific and well-studied priorities..
- Strict audits will be conducted on the use of the amount..
- A financial report showing the optimal use of the original budget must be attached to the application, to ensure transparency and credibility for investors or supporting entities..

Justifications for accepting the application:

1. The project is of a strategic nature and has a high expected return on investment..
2. Having a clear and professional implementation plan that manages resources efficiently.
3. The core budget was managed well, and additional support will contribute to enhancing the quality and sustainability of the project..
4. The additional funding is not the result of mismanagement, but rather the result of strategic expansion and improvement..

Details of proposed items for the use of additional funding:

the goal	Suggested cost (€)	Item
Replacing some equipment with newer, more efficient	150,000	Upgrade sports equipment

equipment to ensure competitiveness		
Providing smart services to customers and increasing operational efficiency	100,000	Digital Services Development (Mobile Application + Management System)
Expanding the scope of services to enhance the value provided to customers	120,000	Adding new services (oxygen therapy rooms - advanced health consultations)
Reach a larger segment of customers and ensure a strong start	80,000	Enhance marketing and advertising campaigns
Flexibility to handle any future emergency operating expenses	50,000	Additional emergency reserve

9. Feasibility Analysis: Bangkok-Chiang Mai High Speed Railway:

General Introduction:

The high-speed railway project between Bangkok (the political and economic capital of Thailand) and Chiang Mai (the cultural and tourist capital in the north of the country) is one of the strategic projects that could bring about a qualitative transformation in the transportation infrastructure, and enhance the geographical and economic connectivity between the country's regions..

First: Should this line be built? (Answer: Yes)

Construction justifications:

1. Strengthening internal communication between regions:

- Reducing travel time between Bangkok and Chiang Mai from about 8–10 hours (by conventional trains or cars) to about **Only 3 hours**.
- Facilitating the movement of people between the north and south of the country, and achieving economic and social integration between the regions.

2. Supporting the tourism sector:

- Chiang Mai is one of the most attractive tourist destinations in Thailand..
- Improving access to it will encourage local and international tourists to visit it, which will contribute to increasing tourism revenues..
- Fast connectivity encourages short journeys.(day trips) and increases domestic tourism activity.

3. Stimulating regional economic growth:

- Establishing major stations between the two cities will revitalize the cities and regions through which the line passes..
- Finding job opportunities in the construction, operation, services, and logistics sectors.
- Increase the value of real estate and infrastructure around major stations.

4. Reducing pollution and carbon emissions:

- Relying on high-speed electric trains contributes to reducing dependence on local cars and airplanes..
- Improving energy efficiency and reducing the environmental footprint in the long term.

Second: Additional strategies for generating revenue

This project is not limited to selling passenger tickets only, but there is great potential to generate additional income from multiple sources.:

1. Night Freight Transport Services:

- Use the line during night hours to transport light and urgent goods between cities..
- Reducing pressure on highways and lowering transportation costs.

2. Development of real estate and commercial projects around the stations:

- Building shopping malls, hotels, offices, and entertainment facilities near major stations.

- Partnerships with the private sector to invest in these areas and increase the value of assets..

3. Advertisements inside trains and stations:

- Selling advertising space on screens, walls, and tickets.
- Providing continuous sources of income from companies and brands.

4. Luxury Class Services(Premium Services):

- Providing dedicated carriages for business or luxury economy class.
- Offering additional services such as fine dining, high-speed internet, and comfortable seats for a higher fee..

5. Public-private partnerships(PPP):

- Cooperating with local and international investors to finance or operate parts of the project..
- Reducing the financial burden on the government and benefiting from technical and operational expertise.

Economic feasibility analysis in brief:

Expected impact	field
Reduce travel time and increase logistical efficiency	Time and costs
Growth in visitor numbers and length of stay	Tourism
Direct and indirect job opportunities	local economy
Reducing pollution and carbon emissions	the environment
Huge opportunities in the real estate and support services sector	Investment

Potential challenges to consider:

1. **high construction cost:**High-speed rail projects require huge funding and long-term financial planning.
2. **Time return:**It may take several years for the project to yield a tangible return.
3. **Environmental and legislative challenges:**The project requires thorough environmental impact studies and regulatory approvals.

Conclusion:

The Bangkok-Chiang Mai high-speed rail project represents a strategic investment with significant economic and social benefits in the medium and long term. Its integration with regional development and tourism plans also enhances its ability to stimulate the national economy in a sustainable manner.

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