

LIST OF CONTENT

Chapters		Pages
I BUSINEES SUMMARY.....		1
Business Overview		1
Purpose of the Study		1
Product/Service Features.....		2
Scope of the Study.....		2
Significance of the Study.....		2
Definition of Terms.....		3
Market Analysis.....		4
Market Strategy.....		4
Key Financial Objectives.....		5
 II DETAILED PLANS.....		 6
Business Structure.....		6
Management & Ownership.....		6
Key Objectives.....		8
Market Analysis.....		9
The Competitor.....		14
Product/Service.....		15
Product or Service Production.....		15
SWOT Analysis.....		19

LIST OF CONTENT (CONT.)

Chapters		Pages
III ACTION PLAN		22
Project Scope.....		22
Marketing Plan.....		43
Project Priority.....		51
Work Breakdown Structure.....		52
Time Management.....		54
Cost Management.....		60
Resource Management.....		61
Integration Management.....		62
Quality Management.....		63
Risk Management.....		65
Human Resource management.....		67
Communication Management.....		69
Procurement and Contract Management.....		70
IV FINANCIAL PLAN.....		72
Key Objectives and Financial Review.....		72
Establishment Costs.....		73
Profit and Loss.....		76
Balance Sheet		77
Cash Flow		78
Pay Back Period		80
REFERENCES.....		81
BIOGRAPHY.....		83

LIST OF TABLES

Tables		Pages
1	Intension Survey	12
2	Pros and Cons of Target Group	14
3	Pros and Cons of Alternative One	16
4	Pros and Cons of Alternative Two	17
5	Pros and Cons of Alternative Three	18
6	Result of the study	25
7	Pros and Cons of Area Function.....	27
8	Pros and Cons of Target group.....	45
9	Press Release	49
10	Cost of Marketing Survey	50
11	Type of BTS Station	74
12	Net Present Value.....	79
13	Net Present Value at Discount Rates.....	79
14	Internal Rate of Return (IRR)	79
15	Pay Back Period.....	80
16	Discount Pay back Period.....	80

LIST OF FIGURES

Figures		Pages
1	Platform Area.....	3
2	Commercial Area.....	4
3	Organization Breakdown Structure	7
4	Commercial Area Development	14
5	SWOT Analysis Of BTS Commercial Area Expansion Project ...	20
6	SWOT Analysis Of BTS Commercial Area Expansion Project ...	21
7	Result of the studying the areas of the two stations.....	25
8	Areas of two stations	26
9	Concourse S 7.....	29
10	Platform S7.....	30
11	Road Level S7.....	31
12	ConcourseS8.....	32
13	PlatformS8.....	33
14	RoadLevelS8.....	34
15	Vp Board	35
16	Platform Balustrade	35
17	Phone Pole	36
18	Side Beam.....	36
19	Stair Step.....	37
20	Platform Truss.....	37
21	Escalator Stand.....	38
22	Plasma Screen.....	38
23	Kios.....	39
24	Advertising Post ladder	39
25	Public Telephone	40

LIST OF FIGURES (CONT.)

Figure		Pages
26	ATM.....	40
27	Electronic Ads.....	41
28	Elevator Wrap.....	41
29	Pillar Ads.....	42
30	Cost of Radio Advertising.....	48
31	Cost of Web-Site.....	49
32	Implementation Plan.....	50
33	Project Priority	52
34	Works Breakdown Structure.....	53
35	Project Timeline.....	55
36	Management Review.....	58
37	Time Management.....	60
38	Project Integration Structure.....	63
39	Process of Quality Management.....	64
40	Project Quality Management.....	65
41	Risk Management.....	67
42	Human Resource Management.....	68
43	Project Responsibilities Chart.....	69
44	Process of Procurement and Contract Management	71
45	Establishment Costs.....	73
46	Revenue of Project.....	75
47	Profit and Loss.....	76
48	Balance Sheet.....	77
49	Cash Flow.....	78