



WBS MANAGEMENT CONSULTANT
BUSINESS ADVISORY & MANAGEMENT CONSULTANCY

Feasibility Study & Business Plan Report

Packages Plan

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Standard References

2. Useful Web Links and Contacts

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 - g) Perceived opportunity in the Target Market
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- d) PESTEL Analysis of UAE
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 - vii. Factors affecting the demand & (its Trends)

3. Premium Porter's Five Forces Analysis

- a) Threat of New Entrants in the market
- b) Rivalry
- c) Threat of New Substitution
- d) Bargaining Power of Suppliers
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4. Premium Competitor's Analysis

- a) Major Competitors / Similar Businesses
- b) Competitor's products & services offerings and their prices
- c) Market share analysis of top players
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- e) Competitive Environment or Competitive Thread
- f) Geographical Coverage & Strength of the Competitor

- g) Ease of Process of Competitor
- h) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn.etc.

5. Premium Suggested Business Model

- a) Key Partners (Mainly Suppliers and Stakeholders – Partners are mainly Suppliers and Stakeholders, adding value to the business without being customers.
- b) Key Resources (Assets of the Business and Management Team)
- c) Key activities – Physical Fitness, Yoga, Pilate & Moroccan Bath.
- d) Value Proposition – Entity, Gains, Pains, What Value you will add, what others cannot do?
- e) Key Channels – How This Business will approach to their customers?
- f) Customer's Relationship – What would be Marketing Tools & Tactics to engage them.
- g) Cost / Price Structure – Pre-Operating expenses, Direct Expenses, Indirect Expenses?
- h) Revenue Streams and Pricing – What would be the prices of the Services like Yoga Studio, Pilate Studio & Moroccan bath?
- i) Key Customers – For this Business who will be Customer, Will it be Individual or Corporate?
- j) Action Plan – How can we improve the Business Development activities to bring more Business -Website Development and Physical Premises Development?
- k) Critical Success factors for this Businesses

6. Premium SWOT Analysis

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business
- d) Special Challenges / Risk Factors

7. Detailed Premium Sales & Marketing Plan

- a) Advertisement & Promotion Plan
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- d) Sales Forecast or Revenue Generation or Revenue Management
- e) Internet (direct) & Internet (wholesale/3rd party)
- f) Marketing Mix (the 4 Ps)
- g) Price (fares), Place (Sales & Distribution), Promotion, Product.Product (service offering)
- h) Marketing Strategy regarding Social & Digital Media ,Google Ads & Website
- i) Advertisement Plan &Promotion Plan
- j) Referral Business
- k) Artificial Intelligence

8. Detailed Premium Operational Plan

- a) Service Delivery- How this Business will deliver their service?
- b) Personnel – How many Staff of People will be there?
- c) Administration – Who will be the operation Manager to run the Business?
- d) Customer Service – How to handle the Customer service of this Business?
- e) Customer Service & Operations, Utilities and other Costs, Quality Control

- f) Feedback of the Client – How to receive the Feedback of the Client?

9. Detailed Human Resource Plan

- a) Organizational Structure or Chart – What would be Hierarchy of the Organization Structure?
- b) Training of the Employees – How to train the existing Staff and Newly Recruited Staff?
- c) Motivation of Employees – How to motivate the existing Employees to get the objective done for Tasks?
- d) Replacement of Staff – What would be replacement policy of the Company and in how many years, it should be replace the staff?
- e) Management Summary or Team
- f) Personnel Plan or Table
- g) Human Resource – How many Persons should be in this Business?
- h) Human Resource – Strategic Planning.
- i) Strategic Planning – in Coming Five years, what would be the recruitments Personnel?
- j) Executive Team Structures
 - i. Procurement
 - ii. Sales, Marketing & Distribution Staff
 - iii. Human Resource Management Staff
 - iv. Operations & Customer Service Staff
 - v. Financial Management & Accounts Staff
 - vi. Professional Advisors/Consultants
 - vii. Training
 - viii. Labor
 - ix. Pay rates / scales, Benefits.
 - x. In/out-sourcing
 - xi. Unions (contracts)
 - xii. Job Quality
 - xiii. Work Compensation
 - xiv. Services & Workflow

10. Premium Risk & Mitigation Strategies

- a) Business model risk
- b) Operating Risk
- c) Financial Risk
- d) Technological Risk
- e) Credit Risk
- f) Legal Risk
- g) Compliance Risk
- h) Risk of Implementation
- i) Executions Risk
- j) Rapid Technological Advances
- k) Availability and retention of professional
- l) What Kind of Challenges are facing by this kind of Business in the market or industry?
- m) How to mitigate the Risks and What would be Mitigation Strategies to reduce the above-mentioned Risk?

11. Premium Financial Plan (5-Years Projections)

- a) Project Capex Summary
 - i. Project Startup Summary
 - ii. Project Capital Structure
 - iii. Project Financing
 - iv. Pre-Operating Cost
 - v. Land & Building Cost
 - vi. Machinery & Equipment Requirement
 - vii. Furniture, Fixture Requirement
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Premium Key Assumptions

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- 10. Operating Cost Assumptions
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Premium References

- 3. Useful Web Links and Contacts

Project Timeline & Execution

Tasks	Basic		Standard		Premium	
	Days		Days		Days	
Executive Management Summary	✓		✓		✓	
Worldwide Industry & Market Analysis	N/A	N/A	N/A	N/A	1	✓
GCC or Middle East Analysis	N/A	N/A	1	✓	1	✓
UAE / Any Other Country Market Analysis	1	✓	1	✓	1	✓
Country Level -PESTEL Analysis	1	✓	1	✓	1	✓
Industry Level – Porter's Five Forces Analysis	1	✓	1	✓	1	✓
Niche Market Analysis	N/A	N/A	N/A	N/A	1	✓
Competitor Analysis	1	✓	1	✓	1	✓
SWOT Analysis of the Business / Project	1	✓	1	✓	1	✓
Basic & Standard Sales & Marketing Strategy/Plan	1	✓	1	✓	N/A	N/A
Detailed - Premium Sales and Marketing Plan	N/A	N/A	N/A	N/A	1	✓
How to Build a Suggested Business Model	N/A	N/A	N/A	N/A	1	✓
Critical Success factors for Business	N/A	N/A	N/A	N/A	1	✓
Basic / Standard - Operational Plan	1	✓	1	✓	N/A	N/A
Detailed – Premium Operational Plan	N/A	N/A	N/A	N/A	1	✓
Basic/ Standard Human Resource Plan	1	✓	1	✓	N/A	N/A
Detailed – Premium Human Resource Plan	N/A	N/A	N/A	N/A	1	✓
Standard Risk Analysis of the Project	N/A	N/A	1	✓	N/A	N/A
Detailed – Premium Risk Analysis of the project	N/A	N/A	N/A	N/A	1	✓
Project Cost Summary – Startup Expenses Details	1	✓	1	✓	1	✓
Financial Projections – for Next 5 years	1	✓	1	✓	1	✓
Breakeven Analysis for Next 5 years	N/A	N/A	1	✓	1	✓
Repayment of Long-Term Loan	N/A	N/A	N/A	N/A	1	✓
Return on Investment – ROI	1	✓	1	✓	1	✓
Financial Analysis or Performance Analysis of Project	N/A	N/A	1	✓	1	✓
Fixed Assets Schedule	1	✓	1	✓	1	✓
Financial Risk Analysis of the Project						
Risk Analysis -1 – Sensitivity Analysis	N/A	N/A	1	✓	1	✓
Risk Analysis - 2 – Scenario Analysis	N/A	N/A	1	✓	1	✓
Growth Strategy & Exit Plan	1	✓	1	✓	1	✓
Draft Report Writing	1	✓	1	✓	1	✓
Final Report Writing	1	✓	1	✓	1	✓
Total (No. Days)	07		07		07	