



WBS MANAGEMENT CONSULTANT  
BUSINESS ADVISORY & MANAGEMENT CONSULTANCY

# Feasibility Study Report

## Packages Plan

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### **Basic References**

1. Useful Web Links and Contacts
2. References or Weblinks

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### **Recommendations, & Conclusions**

1. Recommendations
2. Conclusion



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2. Appendix B First Year Monthly Projected Income Statement
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### General or Key Assumptions

1. Revenue Assumptions
2. Cost Of Sales Assumptions
3. No. of Products / Services Assumptions
4. Operating Expense Related Assumptions
5. Debt / Equity related Financial Assumptions

### References

1. Useful Web Links and Contacts
2. References or Weblinks



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  3. Products or Service offering
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    - b. Services Details
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    - f. Target customer segment
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## **3. Industry & Market Analysis**

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2. GCC Market Overview
3. Relevant Market Overview
  - a. PESTEL Analysis of Country
  - b. Political Impact
  - c. Economic Impact
  - d. Social Impacts
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4. Current Market Overview
5. Economic state (GDP)
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  - b. Specific Industry Statistics Globally
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#### **4. Critical Success Factors for Project**

#### **5. Standard SWOT Analysis**

1. Regarding Strength and Weakness
2. Opportunities & Challenges
3. Challenges for this Business
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#### **6. Sales & Marketing Strategy**

5. Marketing Strategy
6. Sales Strategy
7. Detailed Sales & Marketing Strategy

#### **7. Risk Analysis & Mitigation Strategies**

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3. Financial Risk
4. Technological Risk
5. Credit Risk
6. Legal Risk
7. Compliance Risk
8. Risk of Implementation
9. Executions Risk
10. Rapid Technological Advances
11. What Kind of Challenges are facing by this kind of Business in the market or industry?
12. How to mitigate the Risks and What would be Mitigation Strategies to reduce the above-mentioned Risks ?



### **8. Financial Feasibility (5-Years Financial Projections)**

1. Project Cost Summary
  - a. Project Start-up Summary
  - b. Project Capital Structure
  - c. Project Financing
  - d. Pre-Operating Cost
  - e. Land & Building Cost
  - f. Furniture, Fixture Requirement
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### **Recommendations, & Conclusions**

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### **Annexures or Appendices**

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### **General or Key Assumptions**

1. Revenue Assumptions
2. Cost Of Sales Assumptions
3. Expense Related Assumptions
4. Operating Cost Assumptions
5. Financial Assumptions
6. Cash Flow Assumptions
7. Debt Related Assumptions

### **References**

3. Useful Web Links and Contacts
4. References or Weblinks

## 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 & Industry & Market Analysis	1	✓	1	✓	1	✓
Niche Market Analysis	N/A	N/A	N/A	N/A	1	✓
SWOT Analysis	N/A	N/A	1	✓	1	✓
Sales & Marketing Strategy	1	✓	1	✓	N/A	N/A
Detailed Sales and Marketing Strategy	N/A	N/A	N/A	N/A	1	✓
Critical Success factors	N/A	N/A	1	✓	1	✓
Basic Human Resource Plan	1	✓	1	✓	N/A	N/A
Detailed Human Resource Plan	N/A	N/A	N/A	N/A	N/A	✓
Basic Risk Analysis of the Project	N/A	N/A	1	✓	N/A	N/A
Detailed Risk Analysis of the project	N/A	N/A	N/A	N/A	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	1	✓	1	✓	1	✓
Risk Analysis of the Project – Sensitivity Analysis	N/A	N/A	1	✓	1	✓
Risk Analysis of the Project – Scenario Analysis	N/A	N/A	1	✓	1	✓
Growth & Exit Strategy – Exit Plan	1	✓	1	✓	1	✓
Draft Report Writing	1	✓	1	✓	1	✓
Final Report Writing	1	✓	1	✓	1	✓
<b>Total (No. Days)</b>	<b>07</b>		<b>07</b>		<b>07</b>	