

COMPANY LOGO

Project Feasibility Study

Project Feasibility Study



Project Name		Project Number	
Prepared For		Prepared By	

The Project Feasibility Study is created in the Initiating Process Group. The Project Feasibility Study provides an overview of the prevalent issues related to a proposed business objective. The purpose of the study is to identify and analyze the critical factors that can assist or hinder the success of a potential business objective.

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1.0 Introduction

This section should contain an introduction statement that describes the objectives of the study, methodology used to obtain the data of the study and the principals (staekholders) involved in the lifecycle of this study. Also, this section should describe the purpose of the study and state the salient points of the study, including (but not limited to) deliverables (Proposed Plan), scope (study parameters), and assumptions/constraints.



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2.0 Executive Summary

This section should contain a summary or brief abstract of the critical business drivers for this study.

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3.0 Background

This section should contain a description of the context in which the study was initiated. This section should provide an understanding of the market condition prior to the study and the project environment.

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4.0 Study Parameters/Area

This section should contain a clear c delineate the variables that will be a include Target market audience, industry, or regional area for which the study will take place, or the activities to be studied as part of the research.

dy. This section should clearly example, this assessment should

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5.0 Constraints

This section should contain the identified constraints, such as legal requirements, market demand, or industry requirement(s).

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6.0 Assumptions

This section should state, in concise

or the study.

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7.0 Market Analysis Research

This section should contain the recommended project objectives based on the business drivers.

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7.1 What is the Market?

This section should contain a description of projected demands for the proposed product, a domestic, international, new/emerging market, or a combination of these.

7.2 Market Needs

This section should contain information on the needs or requirements of the target market. It should define whether the market is growing, declining, or stagnate market.

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7.2 What is the Target Market?

This section should contain a description of the potential Target Audience. This section should provide evidence that the Target Market is identifiable and that the Target Market can be segmented (such as demographic characteristics) into distinguishable categories/groups of potential consumers or project stakeholders.

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7.3 How is the Target Market structured?

This section should contain a description of the approach and variables used to structure the Target Market.

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7.4 What is the projected growth rate for the product or service in the area?

This section should contain a description of the opportunities for growth of the product or service in the area (industry, geographic, or target market segmentation).

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7.5 Who are your competitors for

This section should contain a list of competitors. This section should describe their value proposition.

service?

This section should describe the value proposition of a similar product or service. This section should describe the market share, competitive notions, and market share.

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7.6 What is your competitive advantage?

This section should contain your approach and strategy to establish a market niche for your product or service that will enable you to establish an identity to compete effectively with your competitors offering a similar product or service. PLEASE PURCHASE THE



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8.0 Organizational and Technical Assessment

This section should contain an overview of the current organizational structure in your company.

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8.1 What is the proposed organization structure to support the approach to the organizational change analysis of the current technical infrastructure, and potential realignment of services to customers and vendors.

This section should contain your approach to change the current organizational structure to support the approach to the organizational change analysis of the current technical infrastructure, and potential realignment of services to customers and vendors.

How to change the current organization should discuss your needs assessment for staff, gap-fit

How to change the current organization should discuss your needs assessment for staff, gap-fit

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8.2 What is the current management structure?

This section should contain an analysis of the current management structure including their credentials and areas of responsibility.

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8.3 What is the recommended

This section should contain an analysis of the current management structure to support the changes identified as a result of your analysis, such as, changing staff levels (turnovers, creation of new positions, reclassification of current positions, or etc).

to support the new product or service?

This section should contain an analysis of the current management structure and recommended changes to the management structure. This section should also list any risks associated with the proposed changes.

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8.4 What is the condition of your current technical infrastructure?

This section should contain an analysis of the current technical infrastructure.

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8.5 What are the technology ne

This section should contain an analy needs of the proposed product or se done to render your findings, and list

service?

ructure and its ability to meet the describe the gap-fit analysis that was

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8.6 Where and how will you obtain the needed technology and equipment?

This section should contain a plan to acquire the needed technology or equipment. This section should state your procurement strategy, if you plan to acquire such technology or equipment from a contractor.

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8.7 What is the cost to acquire the

This section should contain a cost breakdown to support the rollout and maintenance

technology and equipment to

or service.

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9.0 Financial Issues

This section should contain a recommended timeline for accomplishing the work of the project. The project schedule should be plotted across a calendar year or years, with key milestones and deliverables indicated.

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9.1 What are your Start-Up Costs?

This section should contain a cost breakdown to rollout the new product or service.

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9.2 What are the Operating Costs?

This section should contain a cost breakdown to support the continued delivery of the new product or service.

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9.3 What are the Revenue Projecti

This section should contain projectic should contain graphics or charts ba analysis was thorough enough to provide adequate and accurate information to be able to complete this section.

to five year period. This section lysis. It is critical that your market

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9.4 What are the Sources of Financing?

This section should contain your approach to obtain the necessary capital from a bank, private investors, or other lending institutions

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9.5 Profitability Analysis

This section should contain a number of financial projections based on your break/even (how much will it take to, at least, recover the money spent to start up the product or service) and determine when the new business should bring enough revenue to cover all of the costs including and not limited to, such as Start-Up and Operating expenses.

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10.0 Risk of Proposed Solution

This section should include an analysis of the risks identified. The Project Manager and Business Owner should jointly determine which risks to alleviate risk, these should be documented in this section.

should be discussed with the Business Owner(s). The Business Owner(s). If the Business Owner(s) commits to action items to be documented in the contents of this section.



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Risk Area		Risk Factor	Severity	Impact Rating	Priority	Owner
<i>Functional/Technical</i>		<i>Brief description of the risk</i>	<i>1-10</i>	<i>Low/Medium/High</i>	<i>1-10</i>	<i>Identify Personnel</i>
Customer Requirement	<input type="checkbox"/>					
Product Requirement	<input type="checkbox"/>					
Resource Requirement	<input type="checkbox"/>					
Technical Infrastructure	<input type="checkbox"/>					
Timing	<input type="checkbox"/>					
External Consideration	<input type="checkbox"/>					
Financial	<input type="checkbox"/>					
Industry Requirement	<input type="checkbox"/>					
Other	<input type="checkbox"/>					

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11.0 Risk Assessment

This section should contain detail regarding each identified risk with proposed risk mitigation strategies.

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11.1 Customer Requirement

This section should contain detail regarding each identified risk with Customer requirements. This section should also contain

with Customer requirements. This section should also contain detail regarding each identified risk.



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11.2 Product Requirement

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This section should contain detail regarding the risks associated with Product requirements. This section should also contain a risk response to each associated identified risk.

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11.3 Resource Requirement

This section should contain detail regarding the risks associated with Resource requirements. This section should also contain a risk response to each associated identified risk.

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11.4 Technical Infrastructure

This section should contain detail regarding the risks associated with Technical Infrastructure. This section should also contain a risk response to each associated identified risk.

This section should contain detail regarding the risks associated with the Technical Infrastructure. This section should also contain a risk response to each associated identified risk.

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11.5 Timing

This section should contain detail regarding the risks associated with time considerations. This section should also contain a risk response to each associated identified risk.

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11.6 External Considerations

This section should contain details such as market conditions, competition, and other external factors. This section should also contain a risk response to each associated identified risk.

This section should also contain details regarding the risks associated with External considerations, such as market conditions, competition, and other external factors. This section should also contain a risk response to each associated identified risk.

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11.7 Finance

This section should contain detail regarding the risks associated with financial implications, such as a capital investment. This section should also contain a risk response to each associated identified risk.

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11.8 Industry Requirements

This section should contain details regarding other requirements. This section should also contain a risk response to each associated identified risk.

with regulations in the industry or

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11.9 Other

This section should contain detail regarding the risks associated with other factors that were not identified in sections 11.1 thru 11.8.

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12.0 Conclusion

This section should contain a summary of all the major points in the study and clear stated whether or not this proposition is a sound business decision.

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13.0 References

This section should contain a list of citations and other reference materials.

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14.0 Tables and Figures

This section should contain a list of tables, figures, and illustrations used in the body of this study.

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