

FEASIBILITY STUDY

Project title:  **Click or tap here to enter text.**

Official Name: Click or tap here to enter text.

Registered as: Choose an item.

Date of Registration: Click or tap to enter a date.

Registration Number: Click or tap here to enter text.

Approval Reference: Click or tap here to enter text.

Details of contact person:

* Name Click or tap here to enter text.
* Address Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text., Click or tap here to enter text.

* Phone Click or tap here to enter text.
* E-mail Click or tap here to enter text.

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# Executive Summary

Click or tap here to enter text.

# What is the business opportunity you have identified?

*Put the reader in the picture, what was the trigger that led you to believe there was an opportunity which you can take advantage of? Was it something you have been working on for a long period of time? Was it a Eureka moment? Tell us more….*

Click or tap here to enter text. Aim to provide *approximately 300 words.*

# List the tasks/processes you will follow to commercialise your product/service? Provide a status of each deliverable.

*Stop and think… What are the various steps you need to go through, break them down and make an exhaustive list, even if a task seems trivial, it is important that you list it, next indicate the status, is it a job that is ready, in progress, needs to be planned out and executed? You might want to come back and revise this list several times throughout the process…*

*You can click on the plus sign at the end of each row to add more rows.*

|  |  |
| --- | --- |
| **TASKS** | **Status** |
| Click or tap here to enter task. | Choose an item. |
| Click or tap here to enter task. | Choose an item. |
| Click or tap here to enter task. | Choose an item. |

# What is the knowledge that you need to execute the proposal you mention above? Please list these in the table below:

*In order to execute your project you require manpower, and knowhow. Please list below the expertise that you hold, and is within your immediate team. List in the separate columns the expertise which you need to source.*

# Knowledge Chart

|  |  |  |
| --- | --- | --- |
| **Knowledge that is presently available in the immediate team** | **Knowledge not available but has been identified as accessible in the market**  | **Knowledge that we need but do not know where to source it.**  |
| Click/tap to enter text. | Click/tap to enter text. | Click/tap to enter text. |
| Click/tap to enter text. | Click/tap to enter text. | Click/tap to enter text. |
| Click/tap to enter text. | Click/tap to enter text. | Click/tap to enter text. |

# Describe your target audience

*Visualise who might be the consumer to your product service, what is his age, lifestyle, current income, present status in society, culture, purchasing power. Take the opportunity to meet up and discuss your product with the target audience, obtain their feedback whenever possible.*

*Ask questions like: How would your target audience relate to your product, what benefits do you foresee this product will bring to their life? What are they willing to pay for it?*

*Note: Be careful to distinguish between customers and stakeholders. Remember who pays for your product or service is your customer. There might be stakeholders involved in the process to make the transition between your business and the customer but while these may be fundamental for the business activity, they are not you customers. If your business model requires the engagement of stakeholders, you should start considering strategies on how to engage them and what this will cost.*

# Click or tap here to enter text describing your target audience.

# What is the estimated size of the immediately available market?

*You can never possibly reach a whole population. The answer is segmentation. A population can be broken down by age, gender, geographical location, purchasing power …*

# Click or tap here to enter text describing the immediately available market and how this was established.

|  |  |
| --- | --- |
| Total Population size | Click or tap here to enter text. |
| Total Available Market (TAM)[[1]](#footnote-1) | Click or tap here to enter text. |
| Serviceable Available Market (SAM)[[2]](#footnote-2) | Click or tap here to enter text. |
| Serviceable Operational Market (SOM)[[3]](#footnote-3) | Click or tap here to enter text. |

# Comparison with Competition

*Present a list of features relevant to your product / service. List these in the table under the features column. Next indicate who your competitors are (mention their registered name) and jot down the details in the respective fields.*

*Notes: (1) A common mistake made by entrepreneurs is to believe that they do not have any real competition. It is important to consider your offering from the customers’ perspective.*

 *(2) This section provide you with the option to list three ways to compare features with competition. You can add more by clicking the plus sign on the right hand side of the table.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Feature** | **Competitor 1** | **Competitor 2** | **Competitor 3** | **Own Product** |
| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| Click or tap here to enter text. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| Click or tap here to enter text. |  |  |  |  |
| **Price** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

# List the costs till 1st sale.

*At what rate are you burning cash? This investment is money that is being spent without seeing any return, this will create a hole in your pocket, until you actually start generating some profit….The deeper the hole the harder it is to breakeven. Remember to set aside a minimum of 10% as a contingency expense for unplanned expenses.*

|  |  |
| --- | --- |
| Estimate the time you need to take your product or service to Market | Choose an item. |
| **Describe cost that will be incurred prior to selling any product/service**  | **Cost** |
| Click or tap here to enter text. | Click or tap here to enter text. |
| **Total of Costs Listed Above** | Click or tap here to enter text. |
| **Contingency Expenses (you should consider at least at 10% contingency)**  | Click or tap here to enter text. |
| **Total Cost up to first Sale (Including Contingency)**  | Click or tap here to enter text. |

#

# What are your operational running costs? Assume a full year of operation – 12 months following the setting up period)

*List in a table the operating expenses forecasted throughout a typical year*

|  |  |
| --- | --- |
| **Operating Expenses** | **Year 1** |
| Click or tap here to enter text. | Click or tap here to enter text.  |
| **Total Operating Costs**  | Click or tap here to enter text. |

# What are your forecasted Production and Sales figures?

*What is your production capacity, what is the appetite in the market for your product? Make sure you strike a balance between what your production will be and how much you will sell. Over or Under production will result in lost profits.*

*Note: If you are providing a service, then you can calculate your annual production on the basis of billable hours. If you are working full time, then your capacity as one person would be 40hrs x 52 weeks, assuming 20 billable hours per week then your sales per year would be 20hrs x 52 weeks.*

|  |  |
| --- | --- |
|  | **1 Year** |
| Production Capacity Choose an item. | Click or tap here to enter text. |
| Sales per Year (Sales per year cannot exceed production capacity) | Click or tap here to enter text. |
| Price Sold at (unit Price) | Click or tap here to enter text. |
| **Total Sales** (Multiple Sales per Year by Unit Price) | **Click or tap here to enter text.** |

# SUMMARY

|  |  |
| --- | --- |
| **Total Sales** | **Click or tap here to enter text.** |
| **Total Operating Costs**  | **Click or tap here to enter text.** |
| **Annual Profits** (Total Sales - Total Operating Costs) | **Click or tap here to enter text.** |
| **Total Cost up to first Sale (Including Contingency)**  | **Click or tap here to enter text.** |
| **Number of years to recover initial investment** (Divide Total Cost up to first Sale by Annual Profits) | **Click or tap here to enter text.** |

#

# **Go No Go Decision - Is the project feasible to implement?**

*How long will it take you to recover your investment – payback period?*

Click or tap here to enter text.

# Do you still want to pursue this project?

Click or tap here to enter text.

1. TAM or Total Addressable Market is the total market demand for a product or service. [↑](#footnote-ref-1)
2. SAM or Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach. [↑](#footnote-ref-2)
3. SOM or Serviceable Obtainable Market is the portion of SAM that you can capture. [↑](#footnote-ref-3)