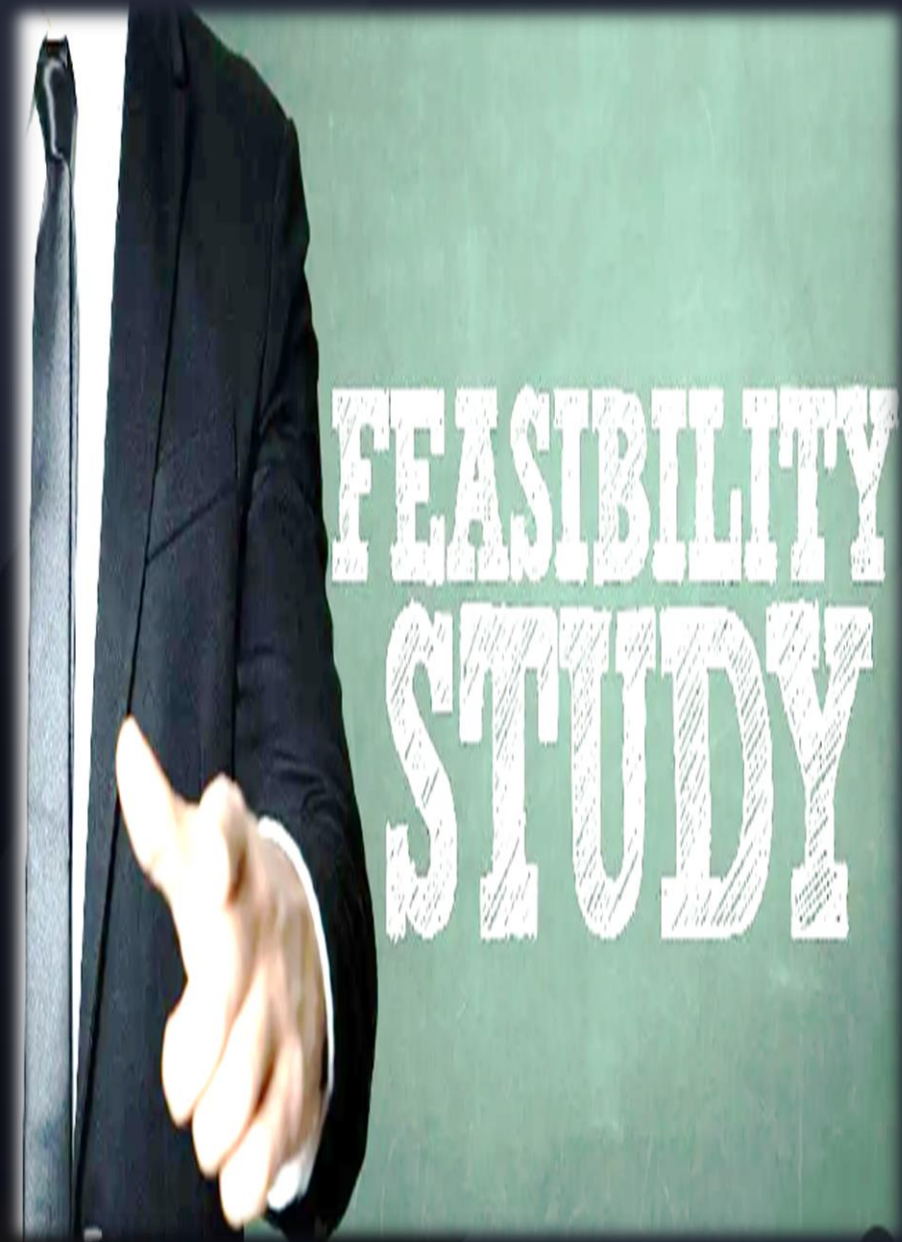


Project Feasibility Study

PMG201

Introduction

Prepared by: Mrs. Deena Ibraheem



Your *Orientation* Journey Starts Here

WELCOME
BACK



REFERENCE BOOKS

Samuel J. Mantel, Jr.
University of Cincinnati

Jack R. Meredith
Wake Forest University

Scott M. Shafer
Wake Forest University

Margaret M. Sutton
Sutton Associates

PROJECT MANAGEMENT IN PRACTICE





REFERENCE BOOKS

General Guidelines for Preliminary Feasibility Studies (fifth edition)

December 2008

**Public and Private Infrastructure
Investment Management Center
(PIMAC)**

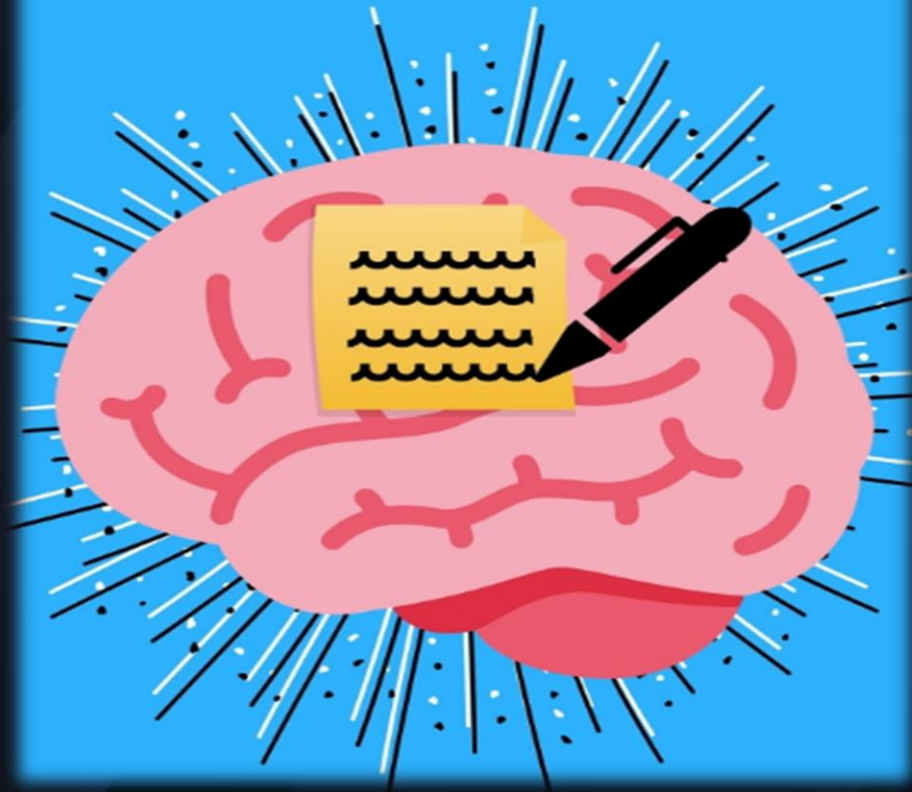


PMG101
Foundations of Project Management

LECTURES!

Lecture 1: Project overview and basic data analysis.	Lecture 2: Economic analysis.
Lecture 3: Policy analysis.	Lecture 4: The world of project management.
Lecture 5: The manager, the organization, and the team.	Lecture 6: Planning the project.
Lecture 7: Budgeting the Project.	Lecture 8: Scheduling the project.
Lecture 9: Allocating resources to the project.	Lecture 10: Monitoring and controlling the project.

Just to Remind You



What is a Project ?

A project is a sequence of unique, complex and connected activities having one goal or purpose and that must be completed by a specific time, within budget, and according to specifications.



What is Project Management

Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people. The development of software for an improved business process, the construction of a building, the expansion of sales into a new geographic market—these are all examples of projects.



The Triple Constraint in Project Management: Time, Scope & Cost

- 1- Cost:** The financial constraints of a project, also known as the project budget.
- 2- Scope:** The tasks required to fulfill the project's goals.
- 3- Time:** The schedule for the project to reach completion.



Who is the Project Manager?

- Determine and define the scope of a project scope and its objectives with team members to make sure that all parties are on track with project requirements, deadlines, and schedules.
- Lead project planning sessions.
- Prepare budgets based on the scope of work and resource requirements.
- Manage project progress by adapting work as required.
- Manage relationships with clients and shareholders





What is the feasibility study

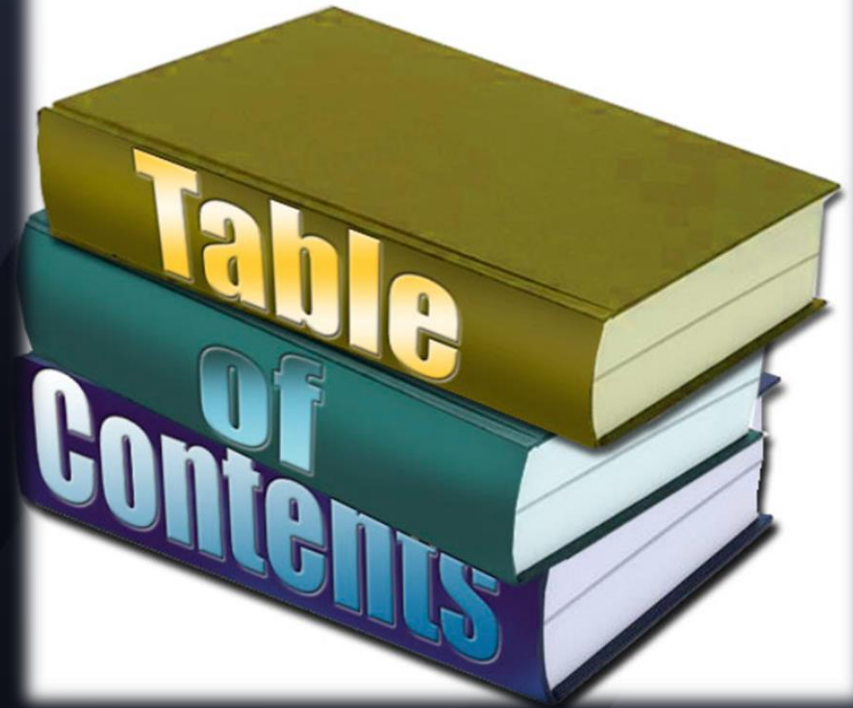
The feasibility study is an integrated set of specialized studies that are carried out to determine the validity of the investment in all its aspects, so some search for how to prepare a feasibility study, to predict knowledge of the possibilities and failure of the project.



Contents of a Feasibility Study:

The most-common feasibility study should include the following sections:

- An Executive Summary.
- Description of Product or Service.
- Technology Considerations.
- Product or Service Marketplace.
- Identification of Specific Market.
- Marketing Strategy.
- Organization Structure.
- Schedule.
- Financial Projections.



Feasibility Study vs. Business Plan

The separate roles of the feasibility study and the business plan are frequently misunderstood.

Feasibility Study	Business Plan
The feasibility study provides an investigating function. It addresses the question of "Is this a viable business venture?"	The business plan provides a planning function. The business plan outlines the actions needed to take the proposal from "idea" to "reality."
The feasibility study outlines and analyzes several alternatives or methods of achieving business success.	The business plan deals with only one alternative or scenario.
The feasibility study is conducted before the business plan.	A business plan is prepared only after the business venture has been deemed to be feasible.

BENEFITS OF A FEASIBILITY STUDY

1

Point out the valid reasons to go ahead with the idea

6

Narrow down the business alternatives

2

Saves time money and resources.

7

Enhances the probability of success in a short span of time

3

Enhances the team's focus

8

Helps to make clear future growth plans

4

Helps in identification of new opportunities

9

Adds value to funding pitches

5

Helps to take an informed "go/no-go" decision

10

Helps make realistic assumptions

