Feasibility Study

Project Details

Project:

Project Sponsor:

Project Manager:

Start Date:

Completion Date:

Document Details

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| Version | Modifications | Author | Date |
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Approvals

This document requires the following approvals:

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Executive Summary

This section should include a high level summary of what is included in this document, giving a quick overview of the feasibility study from the start.

Products and Services

This section of the Feasibility Study should include an informative description of all products and/or services being considered in this study. This should also include the benefits of the products and/or services.

Marketplace

This section should describe the marketplace for the projects and/or services being considered. It should highlight the following:

* Who the marketplace consists of
* Products and/or services competitors
* Why the customers will choose these products and/or services
* How the products and/or services will be distributed to customers.

Marketing Plan

This section should include a detailed description on how these products and/or services are going to be marketed. It should highlight the following areas:

* Marketing methods and strategies
* The target audience
* How the organisation will separate itself from similar products and/or services.

Technology Considerations

This section should include the technology considerations the organisation must make to be able to develop the products and/or services.

Project Team

This section should include a list of the key people needed to deliver the project.

Staffing

This section should include a description of the affects the products and/or services will have to the organisations staffing needs. Will more staff need to be hired? Will the organisation need to be restructured?

Schedule

This section should include a detailed summary for the delivery of the products and/or services being considered, this might include listing important milestones. It may be presented in the following format:

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| --- | --- | --- |
| Milestone | Description | Estimated Date |
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Approval of the feasibility study will lead to an in-depth, detailed project plan.

Financial Projections

This section should include the estimated financial projections for the project. It may be presented in the following format:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Action/Measure | Description | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 5 Total |
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| Cash Inflow | |  |  |  |  |  |  |

Business Options

This section should include the analysis and recommendations for the business, providing options on alternatives if this project does not go ahead or is not approved. It may be presented in the following format:

|  |  |
| --- | --- |
| No Project | Reasons |
|  |  |
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|  |
| Alternative Option ‘A’ | **Reasons** |
|  |  |
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| Alternative Option ‘B’ | **Reasons** |
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Findings and Recommendations

This section should summarise all findings upon completion of the feasibility study, as well as a recommendation of the next action to take. It should highlight the pros and cons of the project, as well as the likelihood of project success.

Feasibility Study Team

This section should describe the role of all team members who partook in developing the feasibility study.

|  |  |  |
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| Name | Role | Description |
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Approval

This section should allow the document to get signed off. It may be presented in the following format:

Upon signing this document, I give formal approval that the proposed project, outlined in this feasibility study, may continue to the next steps.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** |  | **Signature** |  |
| **Role** |  | **Date** |  |