***Instructions:*** *An analysis of how successfully a project can be completed, accounting for factors that affect it such as economic, technological, legal and scheduling factors. Project managers use feasibility studies to determine potential positive and negative outcomes of a project before investing a considerable amount of time and money into it.* *Approval of the feasibility study will lead to an in-depth, detailed project plan.*

**Project Details**

Project:

Project Sponsor:

Project Manager:

Start Date:

Completion Date:

**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 elements of the project, and the related processes, products and/or services being considered in this study. This should also include the benefits related to the processes, products and/or services of the project.*

**Marketplace**

*Describe the marketplace/customer/user base for the project under consideration. It should focus on and highlight the following:*

* *Who are the stakeholders (marketplace, customers, members, users, etc.)?*
* *Who are the competitors, in terms of products/processes and/or services?*
* *Why would these stakeholders (customers/members/users) choose these products/ processes/or services?*
* *How will the products, processes, and/or services be distributed to the stakeholders (marketplace/customers/members/users)?*

**Marketing/Communication Plan**

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

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

**Technology Considerations**

*This section should include the technology considerations the organization must make to be able to develop, market and/or communicate 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 describe the affects or impacts the products and/or services will have to or on the organizations staffing needs. Will more staff or vendors need to be acquired – direct? Contract? 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:*

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Description** | **Estimated Date** |
|  |  |  |
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**Financial Projections**

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Action/Measure** | **Description** | **FY 1** | **FY 2** | **FY 3** | **FY 4** | **FY 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** |
|  |  |
|  |
|  |
| **Alternative Option ‘A’** | **Reasons** |
|  |  |
|  |
|  |
| **Alternative Option ‘B’** | **Reasons** |
|  |  |
|  |
|  |

**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.*

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Description** |
|  |  |  |
|  |  |  |
|  |  |  |