

منشآت monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Feasibility Study Model



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1. General Information

- Business activity name

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- Business activity owner's name

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- Business activity idea

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- Reason for choosing the idea

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- Legal form of the business activity: establishment or company

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- Names of partners (if any) and their roles and ownership percentages:

No.	Partner Name	Role	Ownership Percentage
1			
2			
3			
4			

Additional Information

3. Description of Products and Services

In this section, provide a detailed description of the products or services you will offer. The purpose here is to give a precise and detailed explanation of what you will offer and highlight the important features of your products or services, as well as how customers and the company will benefit from them.

- What are the unique features of your products or services?

No.	Product Name	Unique Features
1		
2		
3		
4		
5		
6		
7		

- What is the added value of your products?

No.	Product Name	Added Value
1		
2		
3		
4		
5		
6		
7		

- How will customers benefit from your products or services?

No.	Product Name	Customer Benefits
1		
2		
3		
4		
5		
6		
7		

- How will customers benefit from your products or services?

No.	Product Name	Customer Benefits
1		
2		
3		
4		
5		
6		
7		

4. Technological Impact

In this section, explain whether technology will have any positive or negative effects on your business and how you can leverage technology for the success of the business.

- Will technology have any negative effects on your products or services?

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- Will technology have any positive effects on your products or services?

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- Will your products or services be affected by technology in the near future?

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- How will you use technology to your advantage and benefit from it?

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5. Country Economy

This section focuses on explaining the general economic situation, including the following:

- Will technology have any negative effects on your products or services?
last three years?

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- What is the country's budget in previous years and the current year? (public spending, revenues, surplus, or deficit).

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- Is the economy in decline, growth, or stable?

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- What is the Gross Domestic Product (GDP) for the past three years?

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- What is the purchasing power of individuals?

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- Credit rating?

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- What are the economic expectations for the market?

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7. Marketing Strategy

In this section, explain how you plan to market your products or services. Your marketing efforts should be targeted towards the right audience to maximize return on investment.

- What marketing methods will you use?

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- Do the marketing methods align with the target audience?

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- How will you differentiate yourself from your competitors?

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8. Business Activity and Human Resources

The business activity must have a workforce, and in this section, specify the number of employees required. It is also essential to have future plans for aligning with new products or services that may require additional staff or organizational restructuring to provide efficient services and products.

- How many employees will you need in the first three months?

No.	Product Name	Unique Features
1		
2		
3		
4		
Total		

- How many employees will you need in the first six months?

No.	Product Name	Unique Features
1		
2		
3		
4		
5		
Total		

- How many employees will you need in the first year?

No.	Product Name	Unique Features
1		
2		
3		
4		
5		
6		
7		
Total		

8. Business Activity and Human Resources

- What is the organizational structure of the business activity?

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- What are the specific responsibilities of each employee?

No.	Job Title	Responsibilities
1		
2		
3		
4		
5		
6		
7		
8		
Total		

- What qualifications are required for each job?

No.	Job Title	Title - Required Qualifications
1		
2		
3		
4		
5		
6		
7		
8		
Total		

9 - Timeline

This section aims to provide a precise and well-organized timeframe for the implementation of the product or service without adding detailed tables, which will be developed during project planning. Instead, it provides some target milestones and dates for guidance purposes only.

No.	Task	Expected Date or Deadline
1	Completion of Operational Business Plan	
2	Funding Acquisition	
3	Start of Hiring	
4	Trial Opening	
5	Grand Opening	
	Total	

10- Technical Section

The purpose of this section is to provide an overview of the production process of the product or service.

- Where is the business activity located?

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- Is the location suitable and close to the target audience?

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- What materials will you need for production?

No.	Material	Acquisition Method	Suppliers
1			
2			
3			
4			
5			
6			
7			
8			

- What tools and machinery will you need for the operation?

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- The expected impact of government decisions on business activities (such as municipal fees and value-added tax).

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11- Business Model

This section aims to describe the proposed business model for the commercial activity and how the business will generate profits from the offered product or service.

- How will you present your products or services?

No.	Product or Service Name	Delivery Method
1		
2		
3		
4		
5		
6		
7		

- How will you distribute them?

No.	Product or Service Name	Distribution Method
1		
2		
3		
4		
5		
6		
7		

- How will you price them?

No.	Product or Service Name	Pricing Method
1		
2		
3		
4		
5		
6		
7		

- How will you generate profits?

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- What other values will you gain besides profits?

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12- General Risk Factors

- What are the internal characteristics of the company?

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- What are the external market characteristics?

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- What are the economic expectations?

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- What is the effect of changes in regulations and laws on your business?

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***Note:** At this stage, assess how to mitigate or reduce each risk.

13- Capability

This section aims to help you identify the challenges you may face while establishing and operating the business activity.

- Do you have the necessary skills to execute the business activity?

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- Can you provide the required materials and tools for the business activity?

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- Do you have sufficient experience to complete the business activity?

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- Do you have sufficient financial resources to start the business activity?

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14- Financial Expectations

- What are the budget expectations (financial statement) for three years and sources of financing?

Financial Statement:			
Assets	Liabilities		
Current Assets	Current Liabilities		
Fixed Assets	Long-term Liabilities - Equity		
Total Assets		Total Liabilities and Equity	

***Note:** Total assets must equal total liabilities and equity.

Budget expectations and sources of financing for three years:			
No:	Year	Budget	Financing Sources
1	Year		
2	Year		
3	Year		
Total			

- What are the income expectations for the first year, prepared monthly or quarterly, and for the second and third years, prepared annually?

Income Statement:			
	Year 1	Year 2	Year 3
Sales			
Cost of Sales			
Net Sales			
Administrative and Marketing Expenses			
Operating Profit			
Zakat (if applicable)			
Net Profit			

***Note:** Each item in parentheses is subtracted (-) from the value preceding it.

14- Financial Expectations

- What are the budget expectations (financial statement) for three years and sources of financing?

Cash Flow Statement:			
	Year 1	Year 2	Year 3
Cash Flows from Operating Activities			
Cash Flows from Investing Activities			
Cash Flows from Financing Activities			
Cash Balance at the Beginning of the Period			
Net Cash Flows			

- Break-even analysis: When will the business activity begin to generate profits?

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- Cost and revenue analysis: What is the possibility of continued and stable business activity?

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15- Capital Requirements and Strategy

How much capital will the business activity require and when?

No:	Timing	Amount
1		
2		
3		
4		
5		
Total		

What are the expected revenues or assets from the proposed business activities to secure financing?

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No:	Source	Amount
1		
2		
3		
4		
5		
Total		

15- Capital Requirements and Strategy

- What is the debt-to-equity ratio for the financing?

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- When will investors begin to reap returns, and what is the expected return on investment?

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