

# Feasibility Study Guidelines and Requirements in Development



Live Audio Conference • September 13, 2011 • 1:00 PM – 2:30 PM EST

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*Presented by:*

**Donald Safranek**

*Wert-Berater, Inc.*

- Founder and president of Wert-Berater, Inc., 2000 to present
- Analyst and asset manager with Lehman Brothers Holdings, Inc., 1990 – 2000
- Managed firm Wert-Berater, Inc. from a single person operation to more than 600 professionals operating on a global basis
- Integrated several firms on a joint venture basis to successfully work in concert under the Wert-Berater, Inc. brand to provide a wide variety of services including feasibility studies to the world's largest and most prestigious development banks and governmental institutions
- Developed a successful online portal platform whereas clients may view changes in project feasibility on an on-going basis from completion of the initial feasibility study through project progress and completion
- M.Sc. degree, London School of Economics and Political Science
- B.A. degree in economics, Rollins College
- Can be contacted at [dsafranek@wert-berater.com](mailto:dsafranek@wert-berater.com)

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This live audio conference will explain in detail how and why a feasibility study should be used to predict the outcome of a project and its investment components. Using feasibility studies are important for planning, measuring risk, analyzing variables and hypothetical “what ifs”. Factors such as the economy, contribution to society, market acceptance risks, management risks, financial risks, and technical risks will be addressed. A feasibility study will indicate if a project should be invested into. This live audio conference will debunk many misconceptions and present the critical depth of a properly carried out study.

### Learning Objectives:

- You will be able to define the purpose of a feasibility study.
- You will be able to recognize the costs of a feasibility study.
- You will be able to identify the five components of a feasibility study.
- You will be able to describe how feasibility is determined.

## AGENDA

### The Feasibility Study Definition

### Purpose of a Feasibility Study

### Who Requires a Feasibility Study?

### What Markets or Industries Typically Require a Feasibility Study?

### What Are the Costs of a Feasibility Study?

### Who Performs the Feasibility Study?

### What Are the Five Components of a Feasibility Study?

- Economic
- Market
- Technical
- Financial
- Management

### How Is Feasibility Determined?

- SWOT Analysis
  - Strengths
  - Weakness's
  - Opportunities
  - Threats
- Financial Returns
  - IRR – Internal Rate of Return
  - MIRR – Modified Internal Rate of Return
  - NPV – Net Present Value

- Cost of Project/Product Production
- Stress Testing
- Market Acceptance
  - Market Capacity
  - Envisioned or Existing Competing Projects/Products
  - Pricing/Profitability
  - Price Elasticity
  - Competitive Analysis
  - Market Share Analysis
- Economic Cost/Benefit
  - Cost of Labor
  - Availability of Labor
  - Add-Back Economic Benefits of Local, Regional, National or International Areas
  - Site/Project Plant Analysis
- Capability and Experience of Management
  - Management Team Evaluation
- Firm Capitalization
  - Capital Markets Risk
  - Availability of Debt/Equity
- Technical Analysis
  - Cost
  - Timing
  - Environmental/Ecological - Impact/Assessment
  - Systems and Design Review and Analysis
  - Land Development Engineering Review and Analysis

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