

## **The Structure of the Project Investment Appraisal**

### **Title Page**

Please include a specific name for your project, and avoid generic titles like “business project,” “café,” etc.

Please include a picture of some sort on the title page. It can be as simple as a stock photo of a similar type of project, but please include something to help give the report a professional touch.

### **Table of Contents (TOC)**

Please list the headings of all sections, subsections, and appendices in the TOC.

Please include page numbers for all headings in the TOC (Word can do this automatically).

### **Executive Summary**

This is a bullet-point list of the major findings of the report.

The major findings should be explained using the most relevant summary numbers you can identify.

The executive summary should not explain the brief.

The executive summary should be one page long *at most*.

### **Introduction**

The introduction should be no more than one long paragraph.

The introduction should explain who the audience for the report is, e.g., potential investors, a company board considering a new project, a public authority accepting project proposals, and so on.

### **Project Description**

If you are going to discuss your target customers, try to estimate how many of them there are in your market area.

If you use tools like PESTEL, SWOT, or Porter’s Five Forces, you should explain your findings in the text. For example, do not include a SWOT analysis with no explanation or discussion. If you don’t want to discuss this in detail, or you don’t have the space to discuss, then move this part of the analysis to an appendix.

If you include a specific discussion of the sources of costs and revenues in your report, these sections should summarize all of the details contained in the spreadsheet as much as possible, and avoid going into all of the minor details again in the text. Any additional breakdowns of the figures, explanations of assumptions or calculations, etc., should be put in an appendix.

If you include pie charts with breakdowns of costs and revenues, please include the percentages and the monetary values for each piece of the pie.

Be sure to completely and consistently label all tables, figures, graphs, etc.

### **Investment Indicators**

Payback is not about profitability: profit is a different concept from simply returning your initial investment (as noted in the lectures, we do not discuss profit as such as an indicator).

Do not include an investment ask if you don't know how valuation works (this is not required anyway, it's just an option if you want to add some extra detail to your report).

### **Spreadsheet Model**

Please follow the template for the front page that is shown in class (note: the samples provided do not do this, which cost them marks).

In the summary information in the top left corner of the summary page, please list only a summary of the major costs and revenues, group into relevant categories.