

Commercial Complex Feasibility Study

Business Case & Investment Analysis

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Date: [Presentation Date]

Executive Summary

- **Project Overview:**
 - Commercial complex development
 - **Investment:**
 - USD 2,200,000
 - **Key Financials:**
 - Annual Revenue: USD 112,800
 - Annual Running Costs: USD 39,000
 - **Highlights:**
 - Net cash flow: USD 73,800/year
 - Payback period: 29.8 years (21.62 years with 3% growth)
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Introduction & Objectives

- **Purpose:**
 - Evaluate the business viability of the proposed commercial complex.
 - **Objectives:**
 - Assess market demand and competitive landscape.
 - Analyze technical and regulatory requirements.
 - Evaluate financial viability (investment, revenue, and cost projections).
 - Identify risks and recommend mitigation strategies.
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Market Analysis

- **Target Market:**
 - Business tenants (offices)
 - Retail & service providers
 - Residential occupants (middle-income)
- **Demand Drivers:**
 - Steady economic growth
 - Under-served market for high-quality facilities
- **Competitive Landscape:**
 - Superior mix of modern facilities and strategic location

Technical Feasibility

- **Site & Location:**
 - Strategically located for accessibility and expansion
- **Design & Infrastructure:**
 - **Floors 1 & 2:** Office spaces
 - **Floors 3 & 4:** Residential apartments
 - **Floor 5:** Multi-purpose halls
 - **Floor 6:** Terrace with a premium penthouse
- **Key Facilities:**
 - Underground parking
 - State-of-the-art security systems
 - Soundproofing measures
- **Regulatory Compliance:**
 - Meets local building codes, zoning, and environmental guidelines

Financial Feasibility

Investment & Cost Structure

- **Construction & Development:** USD 1,500,000
- **Interior & Furniture:** USD 520,000
- **Total Investment:** USD 2,200,000

Revenue Model

Revenue Source	Units	Monthly Price (USD)	Total Monthly Revenue (USD)
Office Rooms	30	100	3,000
Apartments	8	500	4,000
Multi-purpose Halls	2*	400 (per booking)	1,600
Terrace (Mobile Tower Rent)	1	500	500
Penthouse	1	300	300
Total			9,400

*Based on two bookings per month

- **Annual Revenue:** USD 112,800

Profitability Analysis

- **Annual Net Profit:**
 - USD 112,800 – USD 39,000 = **USD 73,800**
 - **Return on Investment (ROI):**
 - ~3.35%
 - **Payback Period:**
 - Approximately 29.8 years
 - Reduced to 21.62 years with a 3% annual revenue growth
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Risk Assessment & Mitigation

- **Market & Economic Risks:**
 - Demand fluctuations; addressed by regular market studies and flexible lease terms.
 - **Construction & Operational Risks:**
 - Potential delays and cost overruns; mitigate by engaging experienced contractors and using phased construction.
 - **Mitigation Strategies:**
 - Diversify tenant mix
 - Establish contingency funds
 - Engage with community stakeholders
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Social & Environmental Impact

- **Community Benefits:**
 - Job creation and local economic stimulation
 - Enhanced infrastructure and community interaction
 - **Sustainability Initiatives:**
 - Eco-friendly building practices
 - Energy-efficient systems
 - Noise management through soundproofing
 - **Stakeholder Engagement:**
 - Continuous dialogue with local residents and authorities
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Conclusion & Recommendations

- **Feasibility Summary:**
 - Financially viable with positive net cash flow
 - Technically sound with robust design and compliance
 - Risks are manageable with strategic planning
- **Recommendations:**
 - Secure strategic partnerships or additional investor funding
 - Optimize operational efficiency
 - Enhance community-focused features (e.g., underground parking, advanced security)

Next Steps & Q&A

- **Immediate Actions:**

- Finalize detailed feasibility documentation
- Transition to the design phase and develop a comprehensive project timeline

- **Discussion:**

- Open floor for questions and feedback
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