



Germania City Development & Construction

Feasibility Study

Representative
Cevi Herdian

Web : gcdconstruct.github.io
Email-1 : usergcdpro@gmail.com
Email-2 : gertaone@gmx.de
Phone-1 : +62812-2392-2833
Phone-2 : +62895-0188-0467
WhatsApp : +4917-6328-11289
Address : PO Box 41286, Subang, West Java, Indonesia

About Germania City Development & Construction

Backed freshly from the founder, [Cevi Herdian](#) and his networking in Germany, the company will bring innovation to your construction projects. Our works powered by **Data-Driven** and **Agile Project Management**. We take a holistic view of construction.

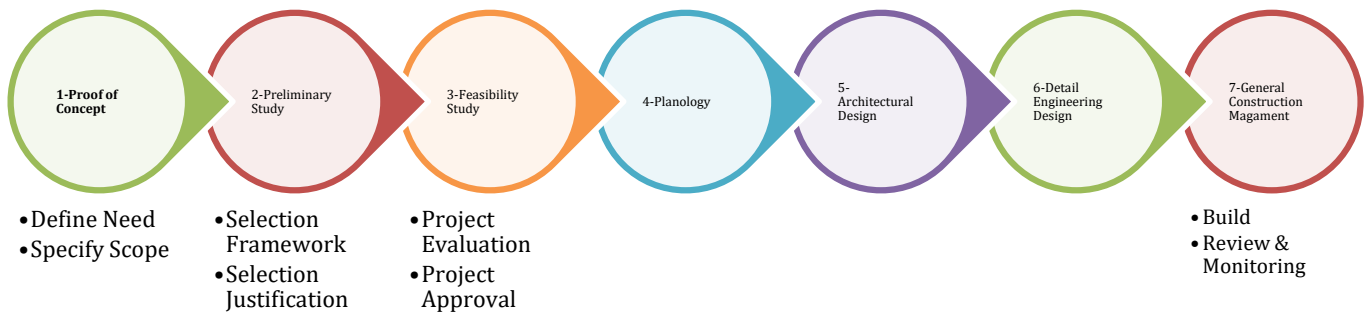
Our principles:

We are team works, to take a start-to-finish view of construction. Competence, quality, innovation, sustainability – these are the keys to our success for the realization projects.

Index

About GCD	Page 1
Index	Page 1
Construction Process	Page 2
Feasibility Study Overview	Page 3
Data Mining Method	Page 4-5
Draft	Page 6-8
Summary	Page 9
Process	Page 10
Client	Page 11

Construction Process



1-Step: Focus to test whether the project idea is viable and to explore the idea's potential to be developed or built.

2-Step: Reveal all the positives and negatives issues and also all of possibility for another project.

3-Step: Feasibility study is the initial design stage of any project, which brings together the elements of knowledge that indicate if a project is possible or not.

4-Step: Town and Country Planning. "A place for everything and everything in its place".

5-Step: Architectural design focuses on the aesthetic and function of the structure.

6-Step: It contains diagrams and drawings for construction.

7-Step: Planning, design, and construction of a project, from its beginning to its end.

Feasibility Study Overview

#Overview

A feasibility study is simply an assessment of the practicality of a proposed plan or method.

How To Conduct a Feasibility Study

► What

- An assessment of the practicality of a proposed plan or method.
- Is this 'Feasible'?
- Do we have or can we create the technology to do this?
- Do we have the people resources?
- Will we get our ROI?

► When

- During a Project Lifecycle.
- After the Business Case.

► Why

- Determine the factors that will make the business opportunity a success.

► How

1. Conduct a Preliminary Analysis.
2. Prepare a Projected Income Statement.
3. Conduct a Market Survey.
4. Plan Business Organization & Operations.
5. Prepare an Opening Day Balance Sheet.
6. Review & Analyze all Data.
7. Make Go/No-Go Decision.

► Best Practices

- Use Templates/Tools/Surveys.
- Involve Appropriate Stakeholders.
- Use Market Research.
- Do Your Homework/Ask Questions.

► Feasibility Report

1. Executive Summary
 2. Description of Product/Service
 3. Technology Considerations
 4. Product/Service Market place
 5. Marketing Strategy
 6. Organization/Staffing
 7. Schedule
 8. Financial Projections
 9. Findings & Recommendations
- Technology
 - Marketing
 - Organization
 - Financial

#Preliminary vs Feasibility Study

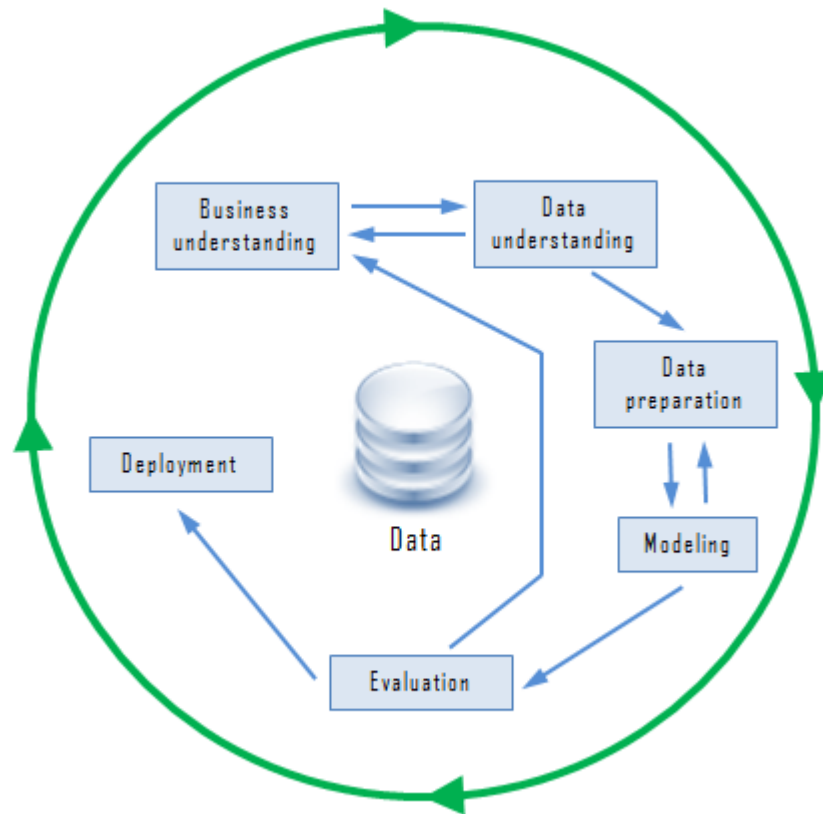
Preliminary Study:

- Proof more than one business scenarios
- Select the best idea among several ideas.
- How to get financial resource

Feasibility Study:

- Proof one business scenario
- Go / no-go decision point
- Be ready for financial resources

Data Mining Method



STAGE ONE – DETERMINE BUSINESS OBJECTIVES

The first stage of the CRISP-DM process is to understand what you want to accomplish from a business perspective. Your organization may have competing objectives and constraints that must be properly balanced. The goal of this stage of the process is to uncover important factors that could influence the outcome of the project. Neglecting this step can mean that a great deal of effort is put into producing the right answers to the wrong questions.

- ➔ What are the desired outputs of the project?
- ➔ Assess the current situation
- ➔ Determine data mining goals
- ➔ Produce project plan



STAGE TWO – DATA UNDERSTANDING

The second stage of the CRISP-DM process requires you to acquire the data listed in the project resources. This initial collection includes data loading, if this is necessary for data understanding. For example, if you use a specific tool for data understanding, it makes perfect sense to load your data into this tool. If you acquire multiple data sources then you need to consider how and when you're going to integrate these.

- Describe data
- Explore data
- Verify data quality
- Data quality report (Exploratory Data Analysis)

STAGE THREE – DATA PREPARATION

- Select your data
- Clean your data
- Construct required data
- Integrate data

STAGE FOUR – MODELLING

- Select modeling technique
- Generate test design
- Build model
- Assess model

STAGE FIVE – EVALUATION

- Evaluate your results
- Review process
- Determine next steps

STAGE SIX – DEPLOYMENT

- Plan deployment
- Plan monitoring and maintenance
- Produce final report
- Review project

Draft Feasibility Study

Step One: Conduct a Preliminary Analysis

The primary purpose of the preliminary analysis is to screen project ideas before extensive time, effort, and money are invested. Two sets of activities are involved.

1. Describe or outline as specifically as possible the planned services, target markets, and unique characteristics of the services by answering these questions:
 - Does the practice serve a currently unserved need? (e.g., multicultural populations or age groups who are not currently being served)
 - Does the practice serve an existing market in which demand exceeds supply?
 - Can the practice successfully compete with existing practices because of an "advantageous situation," such as better design, price, location, or availability (e.g., balance assessment and rehabilitation, programmable devices)?
2. Determine whether there are any insurmountable obstacles. A "yes" response to the following indicates that the idea has little chance for success:
 - Are capital requirements for entry or continuing operations unavailable or unaffordable?
 - Do any factors prevent effective marketing to any or all referral sources?

If the information gathered so far indicates that the idea has potential, then continue with a detailed feasibility study. More detail about Preliminary Study Draft:
<https://gcdconstruct.github.io/ps/>

Step Two: Prepare a Projected Income Statement

Anticipated income must cover direct and indirect costs, taking into account the expected income growth curve. Working backward from the anticipated income, the revenue necessary to generate that income can be derived in order to build a projected income statement.

Factors that determine this statement are services provided, fees for services, volume of services, and adjustments to revenues (e.g., actual reimbursement levels).

Step Three: Conduct a Market Survey

A good market survey is crucial. If the planner cannot perform this survey, an outside firm should be hired. The primary objective of a market survey is a realistic projection of revenues. The major steps include:

- Define the geographic influence on the market.
- Review population trends, demographic features, cultural factors, and purchasing power in the community.
- Analyze competing services in the community to determine their major strengths and weaknesses. Factors to consider include pricing, product lines, sources of referral, location, promotional activities, quality of service, consumer loyalty and satisfaction, and sales.
- Determine total volume in the market area and estimate expected market share.
- Estimate market expansion opportunities (e.g., responsiveness to new/enhanced services).

More info about surveys: <https://gsrconsult.github.io/>

Step Four: Plan Business Organization and Operations

At this point, the organization and operations of the business should be planned in sufficient depth to determine the technical feasibility and costs involved in start-up, fixed investment, and operations. Extensive effort is necessary to develop detailed plans for:

- Equipment
- Merchandising methods
- Facility location and design (or layout)
- Availability and cost of personnel
- Supply availability (e.g., vendors, pricing schedules. exclusive or franchised products)
- Overhead (e.g., utilities, taxes, insurance)

Step Five: Prepare an Opening Day Balance Sheet

The Opening Day Balance Sheet should reflect the practice's assets and liabilities as accurately as possible at the time the practice begins, before the practice generates income.

Prepare a list of assets required for practice operations. The list should include item, source, cost, and available financing methods. Necessary assets include everything from cash necessary for working capital to buildings and land. Although the resulting list is rather simple, the amount of effort required may be extensive.

Liabilities to be incurred and the investment required by the practice must also be clarified. These items need to be considered:

- Whether to lease or buy land, buildings, and equipment
- How to finance asset purchases
- How to finance accounts receivable

Step Six: Review and Analyze All Data

This review is crucial. The planner should determine if any data or analysis performed should change any of the preceding analyses. Basically, taking this step means "Step back and reflect one more time."

Reexamine the Projected Income Statement and compare with the list of desired assets and the Opening Day Balance Sheet. Given all expenses and liabilities, does the Income Statement reflect realistic expectations?

Analyze risk and contingencies. Consider the likelihood of significant changes in the current market that could alter projections.

Step Seven: Make "Go/No Go" Decision

All the preceding steps have been aimed at providing data and analysis for the "go/no go" decision. If the analysis indicates that the business should yield at least the desired minimum income and has growth potential, a "go" decision is appropriate. Anything less mandates a "no go" decision. Additional considerations include:

- Is there a commitment to make the necessary sacrifices in time, effort and money?
- Will the activity satisfy long-term aspirations?



Summary



Well, first of all, we conduct a preliminary analysis of what all's involved in the business case and what we're analyzing and what we're trying to determine is feasible.

Then, we prepare a projected income statement. We need to know what are the income streams, how are we gonna make money on this? Where's the revenue coming from? We also need to conduct a market survey. We need to know, is this a demand? Is there a market for this? Are customers willing to use this product or use this service?

The next one is, plan the business organization and the operations. Like, what is the structure, what kind of resources do we need? What kind of staffing requirements do we have?. We also want to prepare an opening day balance sheet. What are the...how again, what are the expenses, what's the revenue and to ensure that being able to determine if we're gonna make our ROI.

Finally, so we want to review and analyze all of the data that we have and with that, we're going to determine, we're going to make a go, no-go decision. Meaning, are we going to do this project or this business opportunity or not.

Process

1. Focus Group Discussion 1
2. Data Mining & Preliminary Survey
3. Focus Group Discussion 2
4. Use Case & Case Study
5. Focus Group Discussion 3
6. Insight Presentation
7. Focus Group Discussion 4
8. Decisions Making / Summary
9. Feasibility Report, it includes:
 - ➔ Executive Summary
 - ➔ Description of Product / Services
 - ➔ Technology Considerations
 - ➔ Product / Service Market Place
 - ➔ Marketing Strategy
 - ➔ Organization / Staffing
 - ➔ Schedule
 - ➔ Financial / Economics Projections
 - ➔ Findings + Recommendations
 - -Technology
 - -Marketing
 - -Organization
 - -Financial
 - -Economical

Client



Germania City Development & Construction