

FEASIBILITY REPORT TEMPLATE

This template provides you with a basic structure to enable you to produce a feasibility report into the potential growth opportunity you have identified as part of the organization's development strategy. The sections included are meant as a guide and you can modify the structure of this strategic feasibility report template to suit your specific needs.

If approval is gained for this report the next stage in the strategy development process is to produce a detailed business plan.

FRONT COVER

Feasibility Report Title:

Version:

Author:

Contact No.:

Email:

Date:

REPORT CIRCULATED TO:

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EXECUTIVE SUMMARY - Provides a high-level overview of the potential growth opportunity identified, how it fits into the strategic plans of the organization as well as the likely benefits that could be attained.

METHODOLOGY & FRAMEWORK – this section describes the methodology and strategic tools that have been used by the team assigned to investigate the opportunity. It outlines the framework used in the research and details the individuals along with their credentials who have contributed to the report.

Methodology

Framework

Research Team

MARKET DEFINITION – outlines the characteristics of the specific market in which the potential opportunity could occur. It also provides a high-level description of existing competitors and their product or service offerings.

PRODUCT / SERVICE DESCRIPTION – this section describes the product or service that the organization would offer or develop to make the opportunity a reality. It provides an ‘end user or consumer’ profile and explains the benefits this group would attain.

MARKETING STRATEGY – this section expands on the market definition by outlining the desired strategic approach the organization should adopt to maximize this opportunity. It describes the benefits the organization can attain and the effect on its market position, including longevity.

FINANCIAL PROJECTIONS – this section of the report outlines the potential investment required to convert the opportunity into a product or service. It includes an explanation of the period and expected return on this investment along with any assumptions, constraints and risks that are associated with this opportunity.

OPERATIONAL CONSIDERATIONS – any initiative within your organization will have an impact on its operations. This section details any aspect of its operations or functions that may need to be reorganized as a result of the opportunity being given approval. It also includes an initial timing and schedule of work that would be required.

FINDINGS & RECOMMENDATIONS – this section presents your main arguments and justifications for why the opportunity should be approved or not. It will include a definition and justification of the likelihood of success.

APPROVAL OF STRATEGIC FEASIBILITY REPORT

Printed Name	Job Title	Signature	Date

APPENDIX A – GLOSSARY

This section records the definitions of any acronyms, terminology and technology that has been used within the research and report. This ensures consistency throughout the report and its communications.

Acronym / Term	Standard or Project Definition

APPENDIX B – EXPERT RESOURCES

This appendix lists any expert resources that have been used in compiling the report.

Expertise	Name / Organization	Credentials

APPENDIX C – DOCUMENTATION REFERENCES

Any strategic investigation will make use of extensive documentation the purpose of this appendix is to record which documents have been used in the production of this report.

ISBN / Reference / Version	Document	Author

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