

Doc 3.8 Feasibility studies notes

This template provides a range of questions that could be covered in interviews or discussions during the feasibility study

Product/service being discussed:	
Brief description	

Raw materials/ production inputs

Question/prompt	Notes
Are the raw materials locally available? What issues of access, supply, quality, seasonality are there?	
Who owns the raw materials? What costs (purchase, labour, transport) are involved in getting them?	
What is the impact of increased use of the raw material (diversion from other uses, environmental degradation, etc)	
Are other production inputs (power, water, fuel) available, and at what cost?	
Other issues related to the raw materials?	

Production

Question/prompt	Notes
Is any design/development work required to develop the product? If so, how will this be done?	
How much of the product will be produced?	
What tools and equipment are needed to produce the product? How much do they cost?	
Where can production occur (ie in the home, in a number of smaller places, in a central workshop,)?	
How close to the market for the product does production need to be? Is it time-sensitive? (eg food products that must be fresh)	
What other issues related to production?	

Management and organization

Question/prompt	Notes

What business model is most suitable? (self-employment, cooperative, other group enterprise)?	
What would be a good number of workers/enterprises be for this product in the local area?	
Are there government or other organizations available to support this type of enterprise? (eg a producers' association or a government economic support agency)	
Other issues in this area?	

Investment requirements

Question/prompt	Notes
What investment would be needed to establish an enterprise of this kind?	
What sources of financing are available locally?	
What limitations or restrictions are there for accessing financing?	
Other issues related to financing	

Marketing

Question/prompt	Notes
What is the market for the product (who will buy it)? Are there additional issues (transportation, storing, packaging) involved in getting the product to buyers?	
What price for the product will cover production costs and profit?	
Are there competing products, and will expansion create this?	
Other issues in marketing	

Economic impact

Question/prompt	Notes
Would this new economic activity increase incomes of beneficiaries? By how much?	
What other economic impacts might there be?	

Training issues

Question/prompt	Notes
What skills would be needed for people to be successful at this activity? (technical skills, soft skills, core skills, etc.)	

How much training will potential beneficiaries need to get the required skills? What type of training (individual, group, classroom, on the job) would be best for them?	
Who are potential training providers/instructors, and what are the costs and other issues involved in delivering training? Are they available locally?	
Is required training equipment and facilities available locally?	

Other issues

Question/prompt	Notes
Are there legal or licensing requirements for any part of this activity?	
Does this activity fit with local development plans or priorities?	
Are women, persons with disabilities and other groups equally able to take part in this activity?	
Does this activity support green development? Are there any negative environmental impacts?	
Are there relevant government services available in the area (e.g. extension services, rural development organizations, technical training school etc.)?	