



“PLANNING is about looking into the not-so-distant future...”

....Plan well and get better results for your Business

## FEASIBILITY STUDIES & BUSINESS PLANS

### Before you decide "starting a business" be smart, think... why

- So many entrepreneurs want to start a business, but can't put their thoughts in "black & white" – and eventually get disorganized
- Potential Investors would always want to see, in writing, what your business is all about – you'll need good presentation materials
- To get Banks Loans & Creditors you will need to justify the set-up and how feasible the business would be – again you'll need a detailed plan for this.
- Most businesses fail to get off the ground because rarely anybody gives a thought to the planning requirements of a new and existing business during the development phase.

### WHY DO A FEASIBILITY STUDY

A feasibility study's main goal is to assess the financial/economic viability of the proposed business. The feasibility study needs to answer the question: "Does the idea make economic sense?" The study should provide a thorough analysis of the business opportunity, including a look at all the possible roadblocks that may stand in the way of the investor's success. The outcome of the feasibility study will indicate whether or not to proceed with the proposed venture.

If the results show that the project is not a sound business idea, then the project should not be pursued. Although it is difficult to accept a feasibility study that shows these results, it is much better to find this out sooner rather than later, when more time and money would have been invested and lost.

### WHY HIRE US

- We serve as an independent consultant for your Business. Because of this arrangement, an independent consultant is always in a better position **to provide an objective and UNBIASED analysis** of the proposed venture.
- We've gained **years of actual hands-on experience** on various industries. So you are not just simply getting a service from someone who's familiar with "theories", but moreso, you're getting the right information from a well-grounded competent team of Professionals.
- We have successfully done feasibility studies for both local and international companies, venturing into various industries: Condominium Projects, Retirement Villages, Manufacturing Plants, Restaurants, Bars, Commercial Center Development Project, Financial Institutions, etc.



Know more about us, visit our website

**www.businessplanners-phil.com**  
Philippines' premier Business Consultant

### PLANNING ON DOING IT YOURSELF?



Sometimes **it's tempting to choose the lowest-cost consultant or a personal acquaintance** (or even just doing it yourself!) to do the feasibility study. But always remember **that quality work is the most important factor** when choosing a consultant. Make sure that the consultant can provide an **independent and UNBIASED assessment of the business opportunity**.

*For instance, hiring an engineering firm or an equipment supplier to conduct a Feasibility Study may lead to biased results in favor of proceeding with the venture. Engineering firms and equipment manufacturers may have an incentive to show positive results so they can obtain contracts with the business once it chooses to start up operations.*

### OTHER KEY SERVICES

- FEASIBILITY STUDIES
- BUSINESS PLANS
- MARKET STUDIES
- INDUSTRY RESEARCH
- EMPLOYEE SURVEYS
- MARKET SURVEYS



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