

**Faculty of Commerce & Business Administration**

**Feasibility Study**

**Information :**

**Course Code :** MKT 400

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Marketing

**Instructor Information :**

Title	Name	Office hours
Professor	Doaa Mohamed Mohamed Soliman	15
Professor	Doaa Mohamed Mohamed Soliman	15
Teaching Assistant	Sandra Sameh Ali Abdulrahman Mubark	
Teaching Assistant	Sandra Sameh Ali Abdulrahman Mubark	

**Area Of Study :**

The overall aim of this course is to conduct a feasibility study process. The elements to include in a feasibility study vary according to the type of business venture analyzed and the kind of market opportunities identified.

**Description :**

Definition, purpose of a feasibility study, who conducts the feasibility study, components of a feasibility study, guidelines, maintenance, cost/benefit analysis. Identification and exploration of business scenarios, Define the project and alternative scenarios.

**Course outcomes :**

**a. Knowledge and Understanding: :**

1 -	The students should get knowledge of the geographical area surrounding the project and outline the economic and social impact on local communities. Describe the environmental impact on the surrounding area.
2 -	Market feasibility; base a market assessment on one of two methods of marketing research primary or secondary through questionnaires or mimicking previous or similar projects
3 -	Understanding the industry size and scope of it in the market and further estimating future direction of the industry or market segments with a thorough analysis of the industry competitiveness
4 -	Identifying the market potential of the product or service and examining the potential for emerging, niche or segmented market opportunities.
5 -	Technical feasibility, understanding the facility needed and production technology and availability of raw materials, transportation, labor and investigate and compare technology providers.
6 -	Knowing the legal papers assigned with a project from the syndicate
7 -	Doing financial analysis balance sheets and income statements.
8 -	Inspecting the results of the profitability ratios and determine if the project is profitable or not and to further pursue.

**b.Intellectual Skills: :**

1 -	Making a mock feasibility study project to implement all stages of the study and finding the most appropriate mathematical and analytical methods at hand to reach a decision for accepting project or rejecting it
-----	---

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to feasibility studies	3	3	0
Understanding the methods for future forecasting (part 1)	3	3	0
Understanding the methods for future forecasting (part 2)	3	3	0
Marketing Analysis	3	3	0
Customer Analysis	3	3	0
1st Mid-Exam	3	3	0
Technical Analysis	3	3	0
Financial Analysis(Preopening & Fixed Expenses)	3	3	0
Financial Analysis (Raw Material & Overhead Exp)	3	3	0
2nd Midterm	3	3	0
Financial Analysis(Income Statement)	3	3	0
Financial Analysis(Profitability Ratios)	3	3	0
Financial Analysis(Results & Recommendation)	3	3	0
Presentation	3	3	0
Final Revision	3	3	0

**Teaching And Learning Methodologies :**

Text book
Related published works
Examples and case studies
Group assignment

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
1st Mid-Exam	20.00	6	
2nd Midterm	20.00	11	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	