



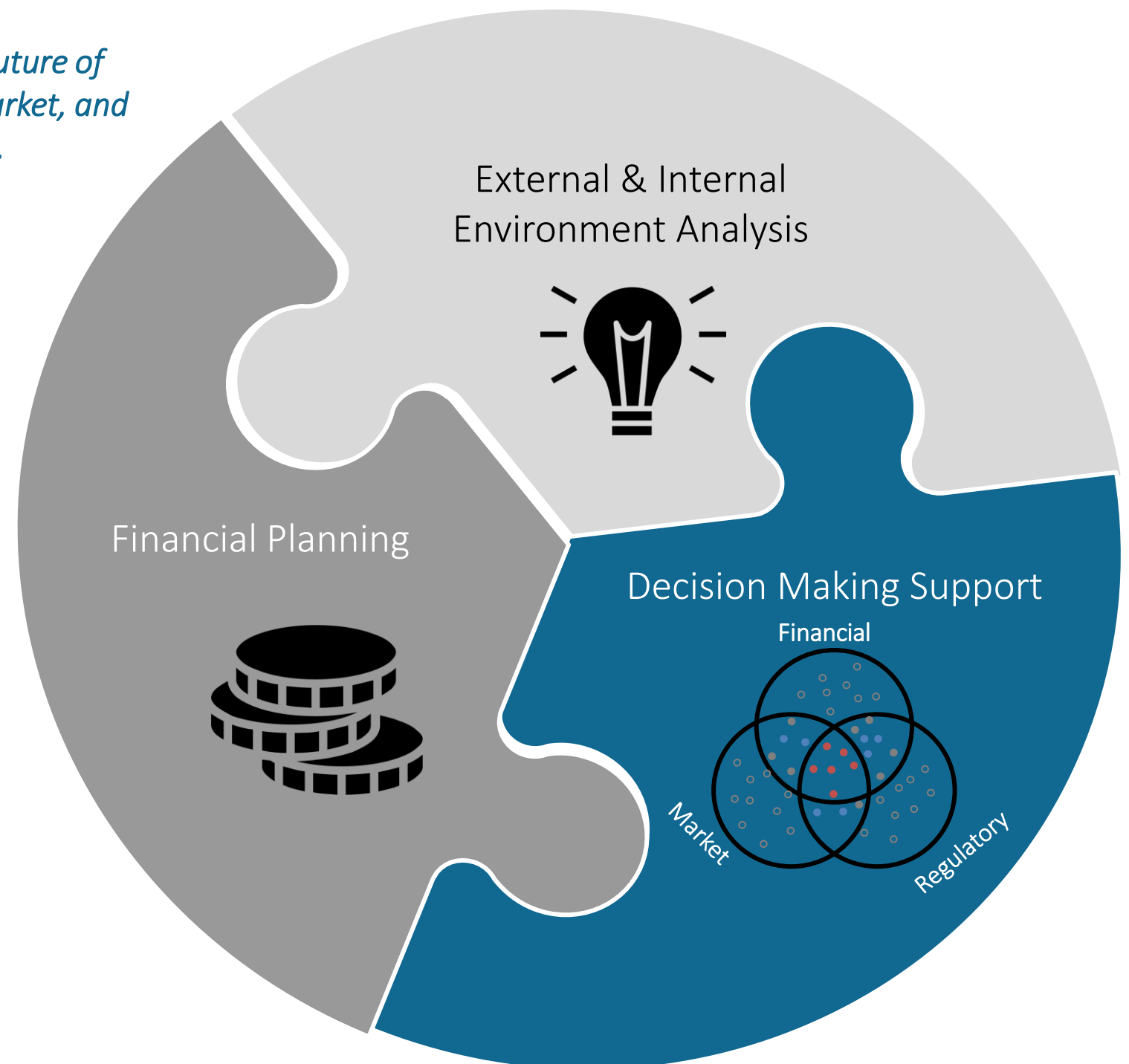
FEASIBILITY STUDY
APPROACH

WE PROVIDE ALL THE INFORMATION REQUIRED TO ENABLE OUR CLIENTS TO MAKE ASTUTE INVESTMENT DECISIONS...

We help public and private sector clients in drawing the future of their businesses, exploring hidden opportunities in their market, and making informed decisions regarding future plans.

Through feasibility studies, we:

- Help clients gain a concrete understanding of market and industry conditions, industry best practices, and the regulatory and competitive environment;
- Develop project pro-forma financial statements based on market conditions and the client's business model; and
- Provide management with a comprehensive view on the profitability of different scenarios, ultimately aiding the process of strategy formulation.



OUR STRUCTURED APPROACH GUARANTEES A RELIABLE OUTCOME...



WHAT WE DO

We offer a structured approach based on leading practices with a team of experienced sector professionals who integrate their strategic vision with research outcomes to determine market characteristics and forecast demand. Ultimately, we assist our client in mapping and visualizing the structure of their business and its position among their current portfolio and market.



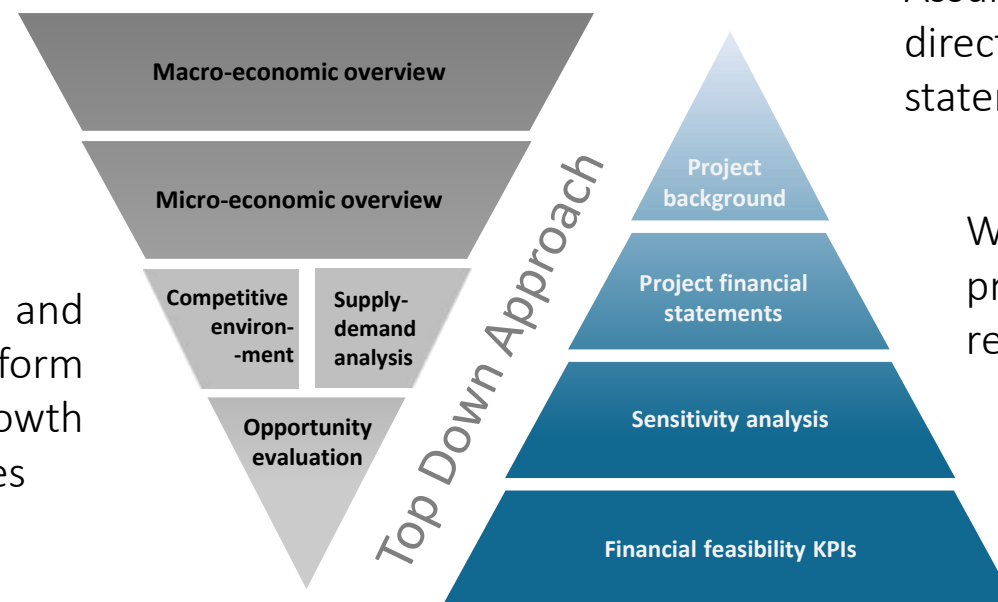
HOW WE DO IT

We use a top down approach in analyzing the environment in which the project operates. In depth interaction and communication with the client is key in shaping the feasibility objectives. Through our interaction, we tailor our efforts on relevant primary and secondary research to understand characteristics and competitive landscape, which will assist in determining the Project parameters.

APPLICATION

We look at key economic indicators and perform primary and secondary market research, assess demand and supply dynamics and research global trends

We analyze historical operational and financial performance. We perform SWOT analysis and evaluate sales growth and market penetration opportunities



Assumptions are co-developed that reflect market direction. We produce budgeted financial statements and calculate feasibility indicators

We test certain sensitivities on key variables to provide a comprehensive view on the financial results

Present feasibility study results and discuss findings

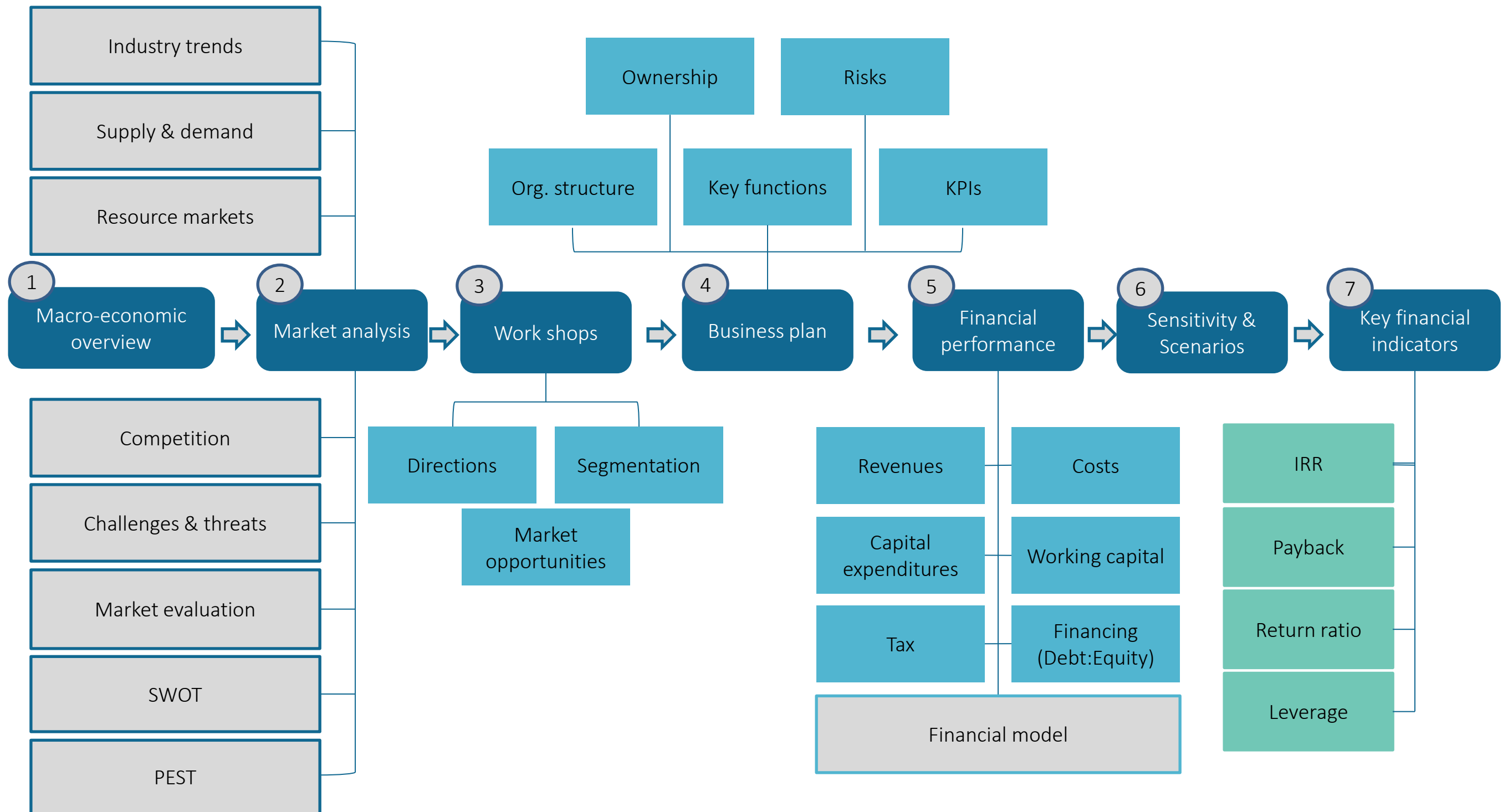
OUR AIM TO MAXIMIZE THE 'VALUE-ADD' WE BRING BY ADDRESSING YOUR KEY CONCERNS...

OUR VALUE PROPOSITION



OUR FEASIBILITY STUDY WORKFLOW IS MADE UP OF SEVEN KEY COMPONENTS...

SEVEN STEP FEASIBILITY STUDY APPROACH





Laith Dajani
Managing Partner
M: +974 5005 1465
laith.dajani@consultinghaus.qa