



Business Feasibility Study

Building the Future Together


Dwi Nugroho





Our Vision for the Future

In an era of increasingly dynamic business competition, **the success of a business is not only determined by a creative business idea but also by careful planning and comprehensive analysis.**



Therefore, a business feasibility study is a very important first step to assess whether a business idea is feasible to realize.





Our Vision for the Future

Through this study, various aspects such as market, technical and production, financial, legal, and social and environmental impacts **are analyzed in depth to minimize business risks and increase the chances of success.**



The main objectives of a business feasibility study are:

01

Assess the feasibility of a business idea based on various relevant aspects

02

Provide comprehensive information to business owners or investors to make investment decisions

03

Identify potential risks and their mitigation strategies. Develop a strategic and operational business plan




Our values are the foundation of our success.



Benefits of a Business Feasibility Study

Our strategic decisions are informed by a thorough market analysis:



Provides a complete picture of the potential and risks of a business

Avoids wastage of resources due to ineffective investments

Helps gain support from external parties such as investors or business partners





The business feasibility study **is critical to be used as the main foundation to avoid and prevent the occurrence of unwanted risks related to losses in businesses run**

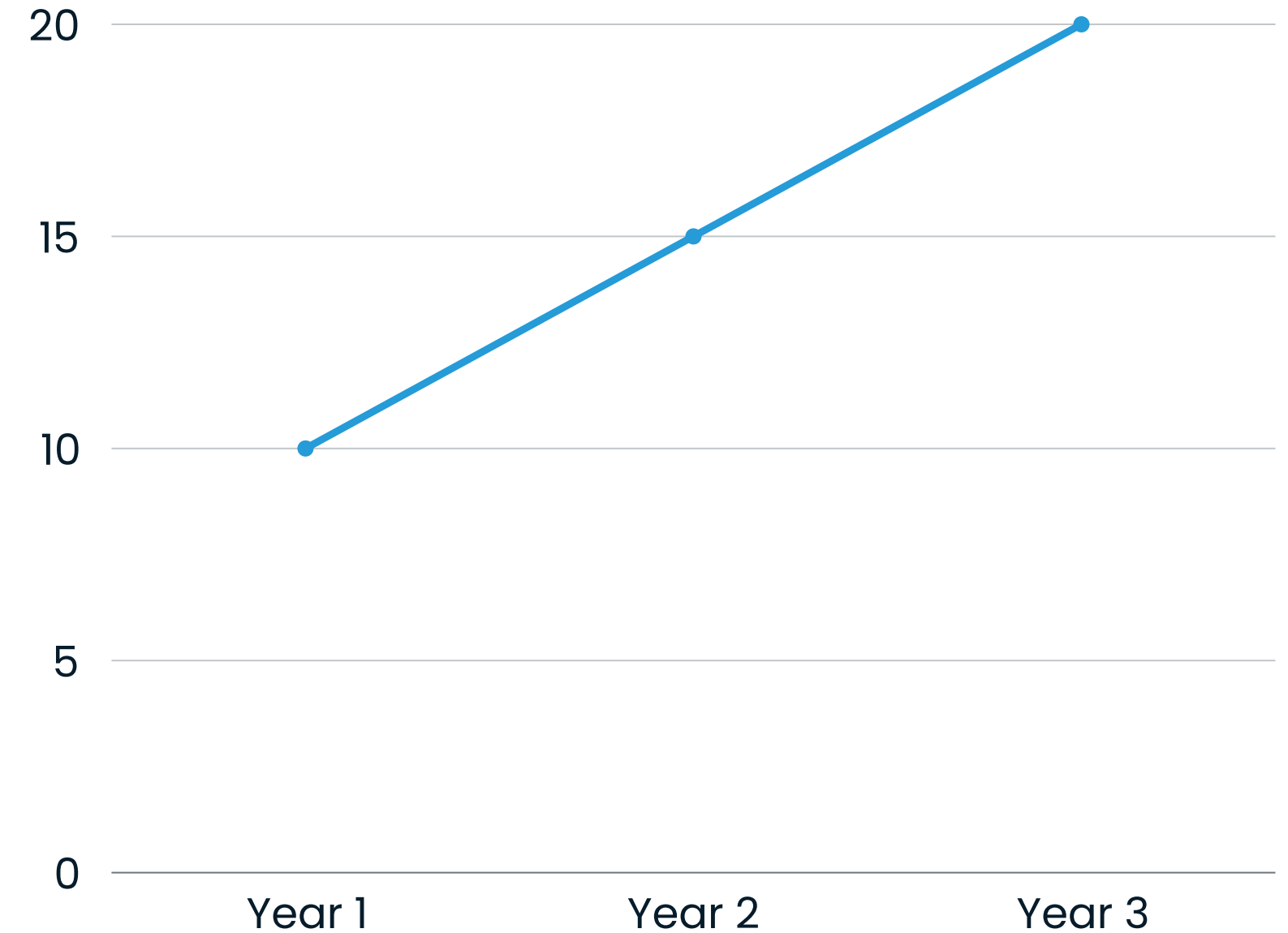
Sindhu S, Nehra V and Luthra S 2017 Investigation of feasibility study of solar farms deployment using hybrid AHP-TOPSIS analysis: Case study of India Renew. Sustain. Energy Rev. 73 496– 511



Development of Business Idea

Business Feasibility Study is a **study of whether a proposed business idea, if implemented, can run and develop according to its objectives or not.**

The proposed business idea is reviewed, researched, and investigated from various aspects, whether it meets the requirements to be able to develop or not.



- Satria A D and Soegoto H H 2019 Feasibility Study of PT Fixall International Conference on Business, Economic, Social Science and Humanities (ICOBEST 2018) (Atlantis Press)

- Okon E E and Morgan M O 2018 The potency of feasibility analysis on business survival in Cross River State Southern Senatorial District, Nigeria Glob. J. Soc. Sci. 17 69



**In your discussion
group, decide what
SMEs you will
analyse**

20 mnt

Defining Success

We've set clear goals and measurable KPIs to track progress:

15%

Achieve 15% revenue growth by 2030.

20%

Increase customer retention rate by 20%.

3+

Launch three new innovative products/services.

Our KPIs ensure accountability and alignment across the organization.

Strategic Alignment Process

Our process ensures all efforts align with organizational goals.

01

Assessment

Evaluate current market and resources.

02

Planning

Set priorities and allocate resources.

03

Execution

Deploy strategies and monitor progress.

04

Optimization

Refine approaches based on results.

•• SALFORD & CO.

Let's Shape the Future

Thank you for your time and
commitment to our shared
vision.

Together, we can achieve extraordinary success.

For questions or discussions, please reach out at commitment to our shared
vision.

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