

SITE PRODUCTION AND PROJECT MANAGEMENT

3. FEASIBILITY STUDIES

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PURPOSE OF FEASIBILITY STUDIES

1. Establish whether the project is viable

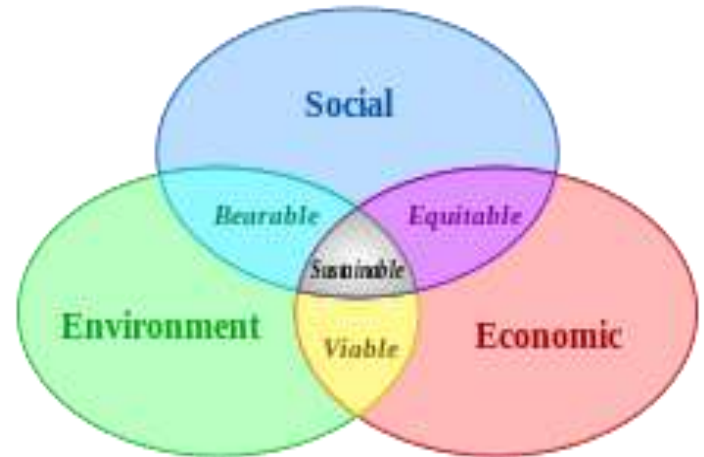
Economically, environmentally, socially

2. Help identify feasible options

Analysis and comparison of different options/variables

3. Assist in the development of other documentation

i.e. the Business case, the project execution plan or the strategic brief





PURPOSE OF FEASIBILITY STUDIES

Based on extensive investigation and research to support the process of decision making.

We have to decide whether your proposal is viable for us

Describes situations and determines objectives

You will collect information from your site and will define possibilities for the future building

Identifies problems and strategic opportunities

You will define what you are and are not going to do

Assess costs and benefits associated

Your proposals will show a primary budget that will help for the final decision



TECHNIQUES FOR FEASIBILITY ANALYSIS

Analysis of viability for a proposal

Different assessment for different proposals

They talk about the basics of a project

Have a global view of all issues involved

Help a team for analysis and decision making

SOAR

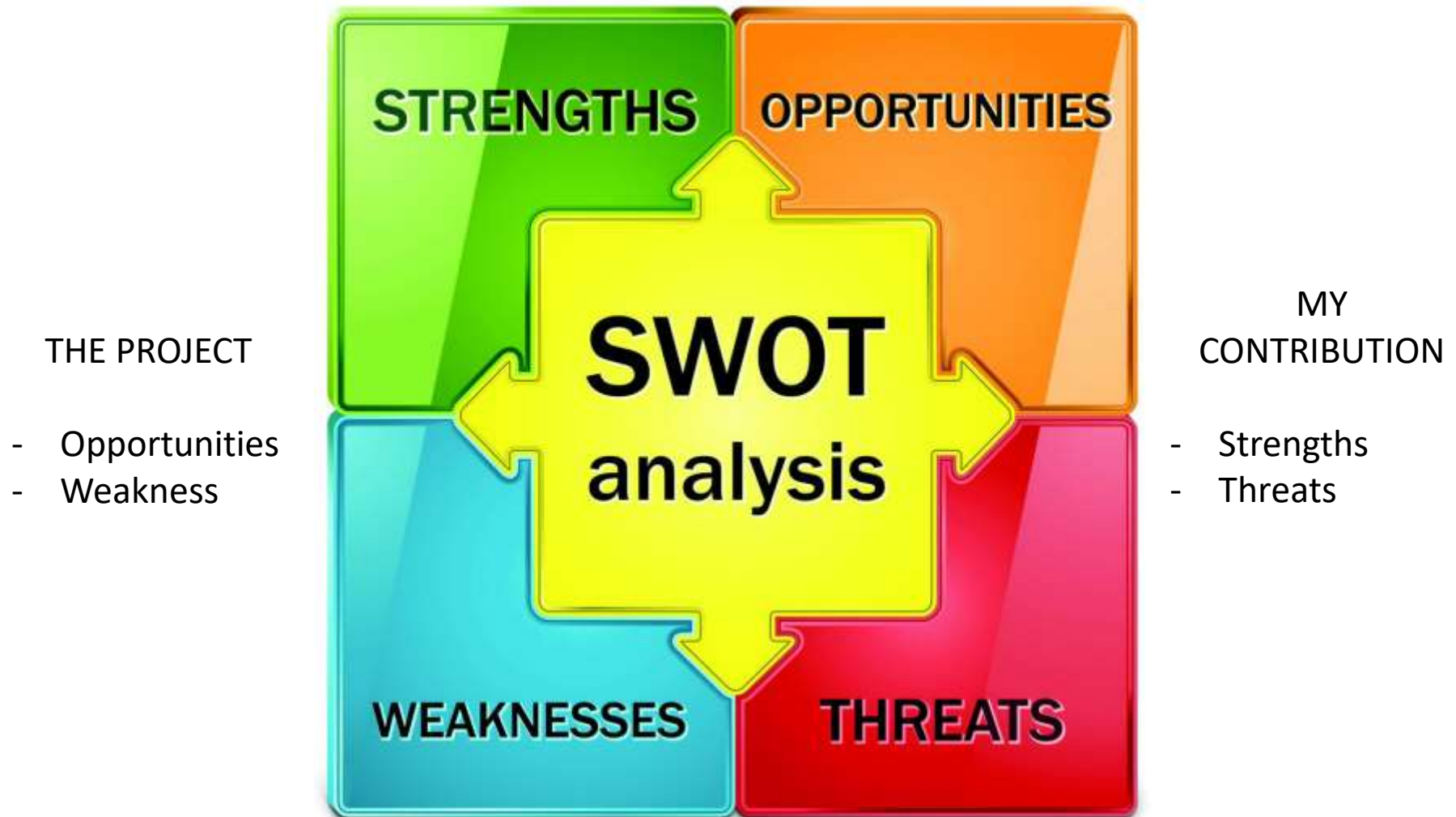
PESTLE

SWOT

PEST



TECHNIQUES FOR FEASIBILITY ANALYSIS





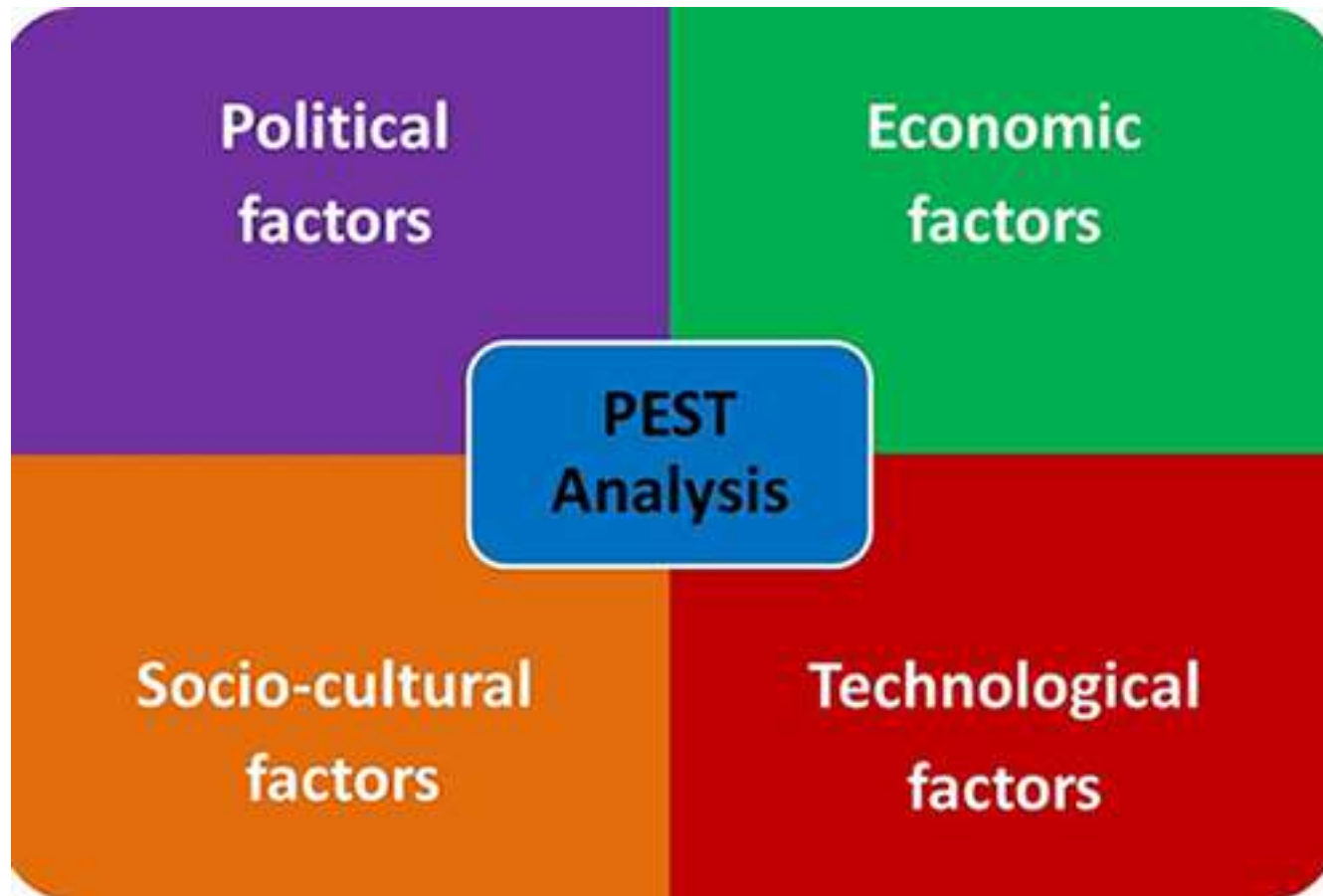
TECHNIQUES FOR FEASIBILITY ANALYSIS

SOAR Analysis

Strategic Inquiry	Strengths What are our greatest assets	Opportunities What are the best possible opportunities
Appreciative Intent	Aspirations Who do we want to be and what is our preferred future	Results What are the measurable results we want to achieve



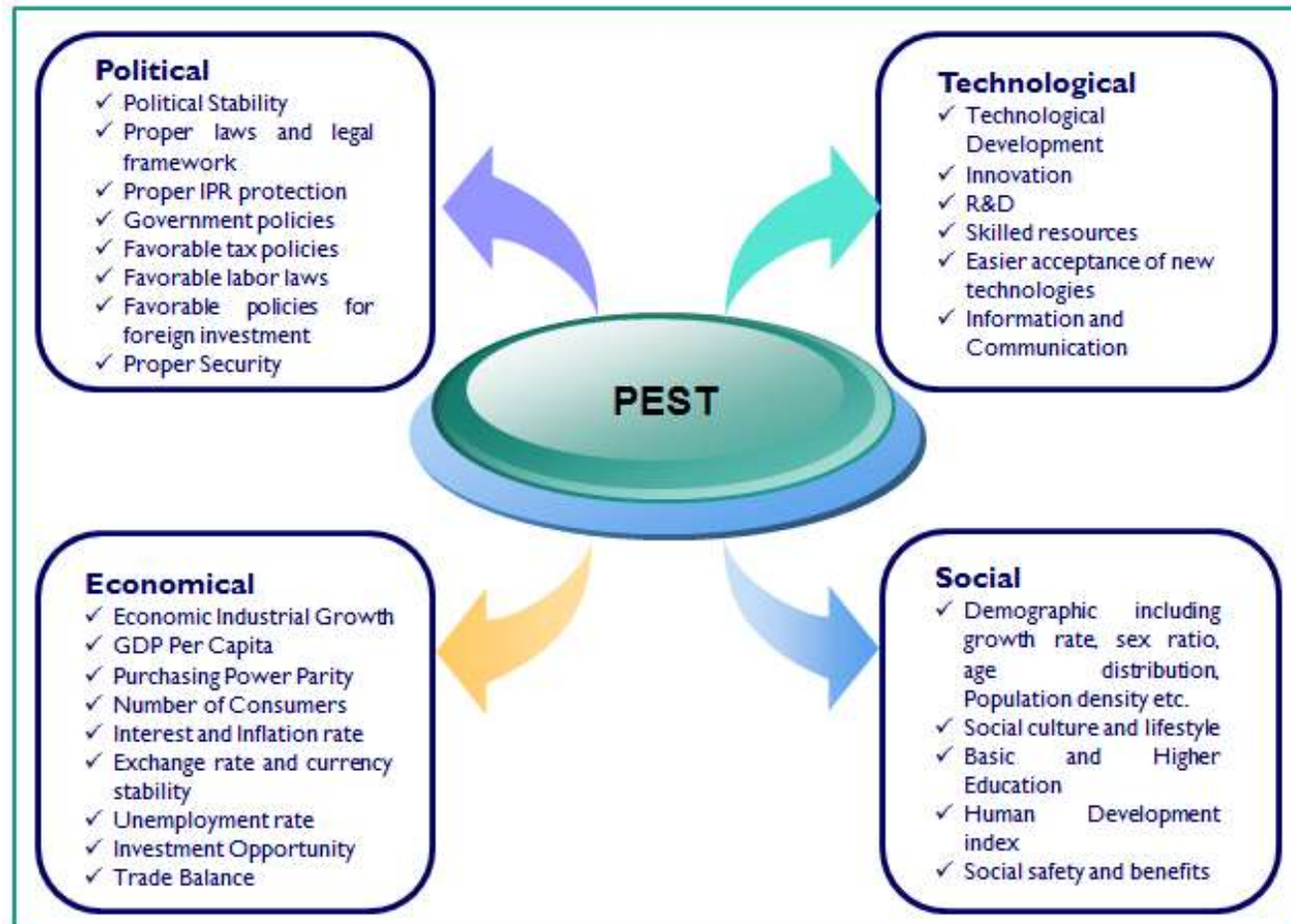
TECHNIQUES FOR FEASIBILITY ANALYSIS



**Market
Analysis**



TECHNIQUES FOR FEASIBILITY ANALYSIS



**Market
Analysis**



TECHNIQUES FOR FEASIBILITY ANALYSIS

PESTLE Analysis

Political

- Services
- Infrastructure
- Tax Policy
- Regulation

Economic

- Growth Rate
- Inflation
- Labor Costs
- Business Cycle

Social/Cultural

- Demography
- Education
- Cultural Norms
- Income Distribution

Technological

- Emerging Tech
- Tech Transfer
- R&D Efforts
- Communication

Legal

- Regional Laws
- Law Enforcement
- Court System

Ecological

- Resource Management
- Energy Availability
- Workforce Health
- Climate Change

**Market
Analysis**



FEASIBILITY STUDIES SHOULD INCLUDE:

1. Scope of investigation

Establishing objectives in:	- service given	(i.e. kind of construction, use, facilities)
	- financing	(budget, loans, profit)

2. Studies on requirements and risks

Definition of existing facilities and resources

Requirements on this proposal

Availability or possibilities to be available

What happens if this facilities/resources does not exist?



FEASIBILITY STUDIES SHOULD INCLUDE:

3. Public consultation

For public facilities if applicable

4. Consultation with stakeholders and third parties

More restricted consultation, i.e.:

- Users (landlords, students, staff)
- Organisations
- Companies
- Council
- Affected neighbourhood



FEASIBILITY STUDIES SHOULD INCLUDE:

5. Geotechnical study

Information about the place

- Topography
- Stratigraphy
- Soil composition
- Possible affections (i.e. contaminated land)

6. Environmental impact assessment

- Natural resource exploitation
- Energy and water consumption
- Land occupation
- Biodiversity
- Etc.



FEASIBILITY STUDIES SHOULD INCLUDE:

7. Health and safety study

About the site (access, mobility, community affect, public spaces occupation, risks during construction for pedestrians or vehicles)

8. Legal/Statutory/Planning requirements or constraints

- Existing supplies and remaining installations in the plot
- Crossing ways
- Special regulations
- Public spaces and permanent use
- Occupation of public spaces during construction
- Vehicle access during construction



FEASIBILITY STUDIES SHOULD INCLUDE:

9. Risk Management Strategy

Identifying major and minor risks that can happen

Assessing them

Establishing ways (planning) of managing them properly

10. Estimates of capitals and operating costs

- Estimation of approximate budget for these works
- Fixed and variable costs



FEASIBILITY STUDIES SHOULD INCLUDE:

11. Assessment of potential funding

Cash-flow forecast

Project funding

- Own resources
- Loans

Analysis of cost-benefit

12. Master development schedule

Programme of the project (Total months according to your chosen option)

- Design concept
- Licenses
- Construction
- End



EXERCISE 1

In groups of 4-5 people

You agree to create a construction company. Define:

- Name of company
- Aim

You must discuss about possibilities of success in the construction industry and make a **SWOT** analysis.

Explain your work to the rest of the class.



EXERCISE 2

Read the article given and answer the questions.