



Feasibility Study.

Feasibility study is the best way to determine whether a new venture will be viable with investors and developers in the marketplace.

Feasibility study is an analysis of how successfully a project can be completed, accounting for all factors that affect it: economic, technical, financial and legal factors.

With an integrated team of strategy consultants, financial advisors and market analysts, INSIGHTS is uniquely positioned to drive every aspect of feasibility study creation and subsequent business plan development.

Our Feasibility Analyses provide vital support in selecting the most financially viable option.

Working with Clients to minimize risk whilst meeting their investment objectives, we utilize a combination of research and financial modeling in order to identify the most effective development options.

insights

INSIGHTS Feasibilities
mainly comprised of 5
phases:

01

Site Assessment & Location Study

- Utilize published data to establish socio economic drivers of relevant market
- Characteristics of real estate market
- Key trends in real estate market
- Major demand generators
- KSA Budget
- Relevant real estate regulations

03

Market Analysis

- Financial analysis of proposed development
- Development of financial feasibility by considering:
 - Key Financial Indicators
 - KPIs & Key Ratios
 - Projected P&L
 - Projected Cash Flow
 - NPV/PBP analysis
- Net Present Value
- Return on Investment (ROI) Analysis.
- Project IRR
- Pay Back period
- KPIs

05

Strategic Recommendations

- Undertake site inspection
- Access & Egress Analysis
- Site visibility & attractiveness
- Neighboring activities
- Potential catchment analysis
- Site SWOT Analysis

02

Socio Economic Analysis & Market Dynamics

- Real Estate Market Overview
- Demand and supply matrix.
- Targeted segment.
- Details of major upcoming/under construction developments, their current status, and expected completion date.
- Occupancy & Vacancy Rates
- Prevailing sales prices and lease rates in the market

04

Financial Analysis

- Data Compiling
- Data Analysis.
- Risk Analysis & Risk Mitigation
- Strategic recommendations for the successful development and operation of the property by considering market insight and financial performance

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