



Specialist Area: Feasibility Studies - Commercial

Commissioning an independent feasibility study is often one of the first steps in turning a proposed vision into reality.

The aim of a feasibility study is to settle on objectives, identify problems and opportunities, describe situations, define successful outcomes and assess the range of costs and benefits to determine if a business concept is viable.

APR Consultants undertakes feasibility studies and business plans for a wide range of commercial and non-commercial ventures.

Feasibility Studies can require a variety of specialist skills in economic and industry analysis, market research, business development and resource planning which is where APR's multi-disciplinary team of economists, business analysts, marketing strategists and resource planners can provide substantial expertise.

In addition, APR Consultants retains an in-house research unit to undertake primary and secondary quantitative and qualitative research to guide and inform business strategy development.

Feasibility studies undertaken include studies for a number of tourist attractions, an international karting facility, Dept of Conservation walking tracks, regional airport expansions, pensioner housing modernisation as well as a number of community centres, cultural centres and other civic amenities.

For more information on how APR Consultants can help you with a Feasibility Study, please call toll-free on 0800-277-937.

APR Services:

Feasibility Studies

This is one of a series of APR information sheets available for download.

For more information about the range of APR Consultants services, please visit our website.

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