An essential component of the turnkey solution is the Feasibility Study. The success of any project is based on how solid and accurate its underlying business plan is. This is particularly the case when it comes to establishing a school, where meticulous and thorough evaluation of the project's economic, environmental, operational, technical, and financial elements are essential. Coupled with the project's requirements in reflecting the heritage of the region, the needs of the community and the individuality of the investor, such an analysis allows decision makers to obtain relevant and reliable information in order to make informed choices about the specifications and scope of the venture - from campus size and facilities, to academic programs, to managerial systems, to marketing and positioning strategy, and to the required investment.

Prior to embarking on the path of establishing a school, the Feasibility Study is carried out in close coordination with the client in order to achieve the mutually agreed objectives within an estimated timeframe. Based on AMSI's internationally recognized methods of best practice, and supported by thorough demographic and economic research data, the study is guaranteed to ensure that the interests of the project's stakeholders are met. Ultimately, the Feasibility Study provides the client with an essential guide to increase the project's financial efficiency and maintain a low level of risk.

Scope of the Feasibility Analysis

The Feasibility Study serves as a complete project plan that covers all essential elements of establishing a K-12 school, including a five-year financial forecast. By contracting international market research companies to conduct extensive field research and analysis of the country's education sector, as well as the demographic and socio-economic status of the residents of the proposed area, AMSI is able to structure a positioning strategy - in terms of school size, curriculum, and tuition - that will ensure the sustainability and growth of the new school among other competitors within the area. The market research data is essential to the process of forecasting expected student enrolment numbers, upon which the financial projections are built.

In general terms, the elements of the feasibility analysis for a project covers the following:

- Need Analysis: Pertinent questions that should be asked include:
- Is the need for a private school significant enough to justify the proposed project?
- Will the need still exist by the time the project is completed?
- What are the economic, social, and environmental impacts of this need?

- Work Process: The work process requirements of the project.
- Facilities and Services: A detailed technical study of the proposed project.
- Cost Estimate: Estimating project cost to an acceptable level of accuracy.

- Financial Analysis: An analysis of the cash flow profile of the project.
- Conclusions and Recommendations: Overall outcome of the project analysis.