



Feasibility Planning

for Public Health Business Plans

Feasibility Planning Tips

The feasibility plan you write will be a guide for assessing a specific need, and meeting that need efficiently and effectively with the assets in your community. The feasibility plan will help you to think about the various resources required: personnel, technology, funding, space, and so forth.

The feasibility plan will ultimately provide the backdrop for your final business plan.

Your feasibility plan should answer these key questions:

- What is your new product or service?
- Do you have the resources to do it short- and long-term?
- Is the plan measurable?
- Will it work?

The body of your feasibility plan should include the following elements.

1. Definition of Plan

In this section, describe the idea in detail. Outline the size and scope of your project and outline your objectives. Some questions to consider:

- What specific services, products, or interventions are you planning?
- What is your client focus/geographic focus?
- Are your stated objectives achievable?
- Who are all the many stakeholders involved and how will each be affected?
- Are your stated objectives logical? Are they pointed in the same direction?
- What are the critical success factors? In other words, what things have to happen for the plan to succeed?
- Does the plan have an end point? Does the public health department remain involved forever, or is there an exit strategy?

Consider also your plan's resource requirements:

- Personnel (skills and availability)
- Material costs
- Technology (access, capacity, internal capabilities)
- Facilities
- Strategic alliances

From the [Management Academy for Public Health](#), University of North Carolina at Chapel Hill.



2. Demonstration of Need and Target Market

In this section, describe how you know that the need exists, and convince your audience that the problem is worth solving. Be clear about the nature of the gap your business plan is intended to fill. Here are some steps you might need to take:

- Define your target market (for example, by zip code, county, size)
- Identify a segment of the market (e.g., elderly low-income in zip code)
- Show what need is not being met efficiently
- Show why clients aren't benefiting from current services
- Show pertinent data (quantitative and qualitative) to demonstrate need in the specific geographic area targeted
- Compare the benefits of funding this project to the costs of failing to fund it
- Think about **tangible** and **intangible** benefits of implementing your project

3. Industry Analysis

In this section, describe the industry you are in and what you know about the structure of the industry.

- What are the key success factors in the industry?
- What are the barriers to entry?
- Are there legal, political, regulatory, technological, or economic obstacles to implementation of your plan? How will you overcome these barriers? Can your partners help?

4. Competitors/Partners

In this section, describe how your plan fits in to your organization and your community.

- Who will be your community/state/national partners in this project?
- How does this plan fit with their goals and objectives?
- What other potential competitors or collaborators do you see?
- Is the local environment receptive to this sort of plan?
- What is distinctive about your services relative to competitors in the marketplace?

5. Measurement of Success

In this section, describe the health goals you hope to achieve, and plan for data collection that will show progress towards that goal. The measures should be tangible and should answer the following questions:

- What improvements in community health status can be expected as a result of your project? How will they be measured?
- How will you measure progress towards the objectives in section 3? In other words, how will you know if the plan is working? What data will you track?

Tangible: cost savings, serving a new or broader range of clients.

Intangible: increased staff morale, improved control of programs/services, better community contact through partnerships.

6. Timeline

In this section, detail the timeline for implementation of your plan.

7. Financial Resources

In this section, describe the financial projections and assumptions regarding your plan. Consider both internal and external resources available for accomplishing your objectives. Your plan should go beyond grants and general fund monies and must include some form of revenue generation in order to make the plan sustainable!

- What is the estimated budget for your business plan?
 - How are you going to pay for all the resources you listed in the previous section?
 - What will your partners contribute financially?
 - Can you marshal in-kind donations, matching funds, or other contributions?
 - Can you charge for the service you will provide?
 - What are some revenue-generating ideas that can be applied to your plan?
 - What would have to happen to make the program sustainable financially in the long term? (Or, what could happen that would prevent the program from being sustainable financially?)
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