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# *Inside* MIM

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**Inside MIM** is a periodic newsletter written by MIM staff. It discusses key topics in management, consulting, auditing and accounting, etc. Since MIM is engaged in the field of management consultancies, our professionals have adequate expertise that they have gained through their years of experience at MIM. They therefore share their expertise and thoughts through this newsletter. Martin Cox & Associates, MIM sister company, is engaged in the field of auditing and accounting. Our professionals, through their experience in auditing and accounting, share updates, insights and information about auditing and accounting to keep you informed and up-to-date.

Subscribe to our newsletter online in order to stay current and receive notifications when newsletters are published and our latest news as well.

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## *Brief About MIM Group*

### **MIM International Consultancies**



- MIM is a specialized leading consultancy firm with over 33 years of experience in the field of feasibility studies and management consultancies serving the region's top organizations and governments.
- Our professionals are result-oriented and thrive on achieving clients' satisfaction which is the benchmark that measures our performance and success.

### **ASEL AL MAAYER Auditing & Consulting**



- We offer a wide range of professional services in auditing & assurance, bookkeeping & accounting, and consultation services to small and medium sized organizations.
- Our professionals are highly educated and well trained, and are fully dedicated to serve our clients with due professional care and integrity. We do not just deliver reports; we make sure that our services will be a major contribution to your success and business development.

### **EBTIKARAT**



- Ebtikarat is MIM representative office in Cairo, Egypt. Its core business is management and business consultancies.
- Our Ebtikarat team collaborates with MIM team in order to ensure the best quality services are provided to our clients to achieve our clients' satisfaction and maintain a long term business relationship.

### **EBTIKARAT Development**



- Ebtikarat Development is a leading software house for developing desktop, websites and mobile applications, based in Egypt and Dubai. With the use of the latest information technology and telecommunication tools we achieve targets depending on a strong technical base and carefully selected expert resources.



## Let us know about feasibility

Start with a single question asking whether the idea, event or action is a viable solution and force you to focus solely on that question to the exclusion of everything else, drilling down to explore possible outcomes. A feasibility study is not the same as a business plan.

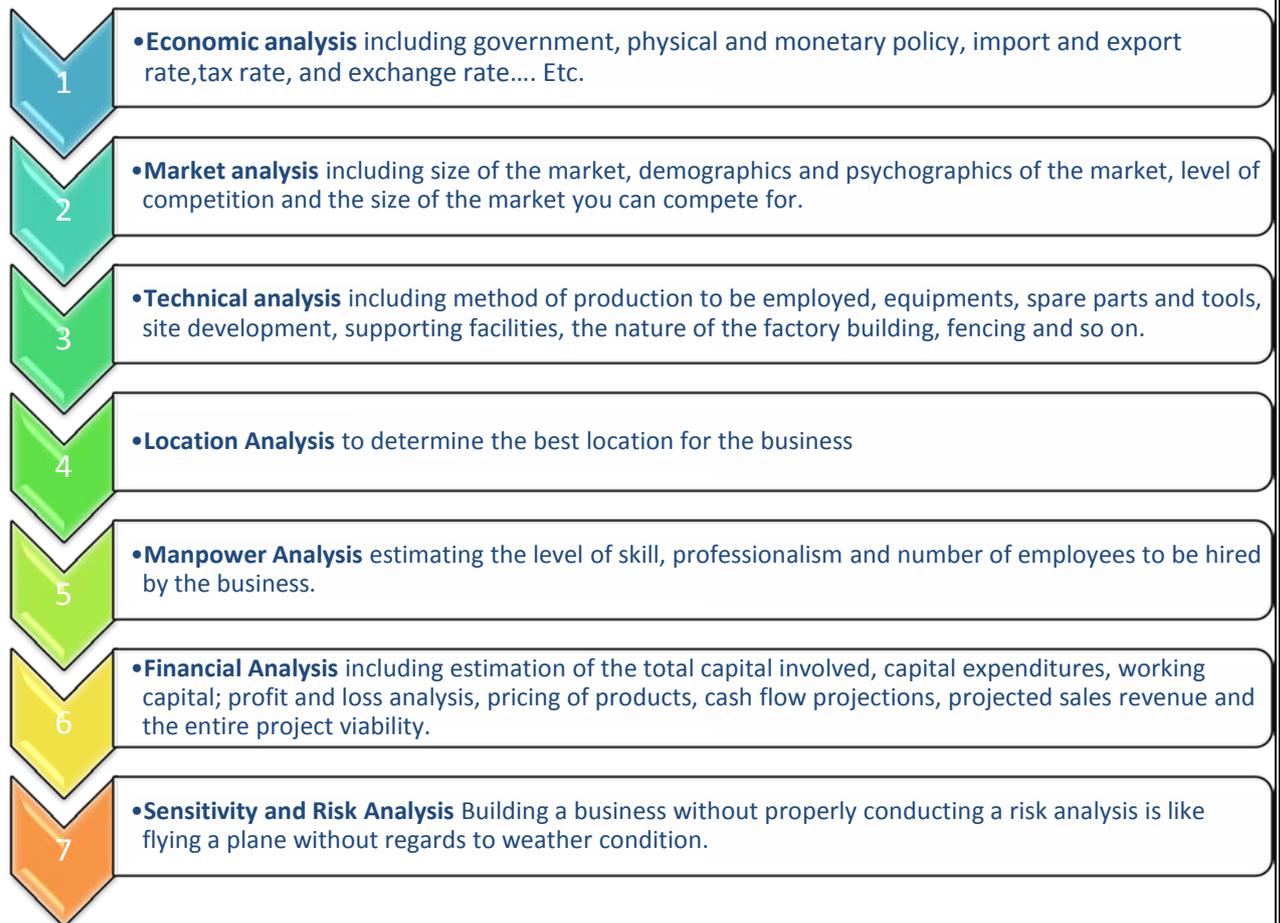
The term “feasible” describes an action or event that is likely, probably or possible to happen or achieve.



In the business field the importance for conducting the feasibility study can be summarized by the following:

- 1- showing profitability for business venture
- 2- helping business venture or other investor
- 3- identifying the weaknesses, strengths, opportunities, and threats for the business
- 4- estimate the resources (financial, technological, human resource)
- 5- estimate amount of capital needed

The feasibility typical template maybe different by the nature of each project but it might to consider these aspects:



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