I INTRODUCTION

_____ has requested a proposal to perform a project/market assessment and feasibility study of a (peace project) in (location) to provide _____.

The organization has identified a potentially viable (peace project) and requires assistance in the project/market identification and assessment, possible venture partner selection, infrastructure, operational requirements, and management of the new project. _____ may have the opportunity to undertake a major (peace project) to meet identified needs however such direction has not been rationalized.

In order to establish a business plan to take advantage of potential opportunities/meet identified needs, _____ wishes to have:

(1) A rigorous analysis of the market for (peace project) and related services.

(2) Identification, and assistance with the selection of, joint venture partners (if applicable).

(3) A comprehensive review for each service line and opinions On market assessment and promotional activities and product pricing, plus an assessment of their operating processes and techniques.

(4) A business plan developed to recommend and activate the Changes necessary to introduce the new operations and to Achieve potential profitability.

Any investment decision regarding the future development of (peace project) will require a value-added approach. This must be based on excellent operational intelligence. Operational plans and investment levels will be dependant on a well-defined market/project profile.