

PROJECT
FEASIBILITY



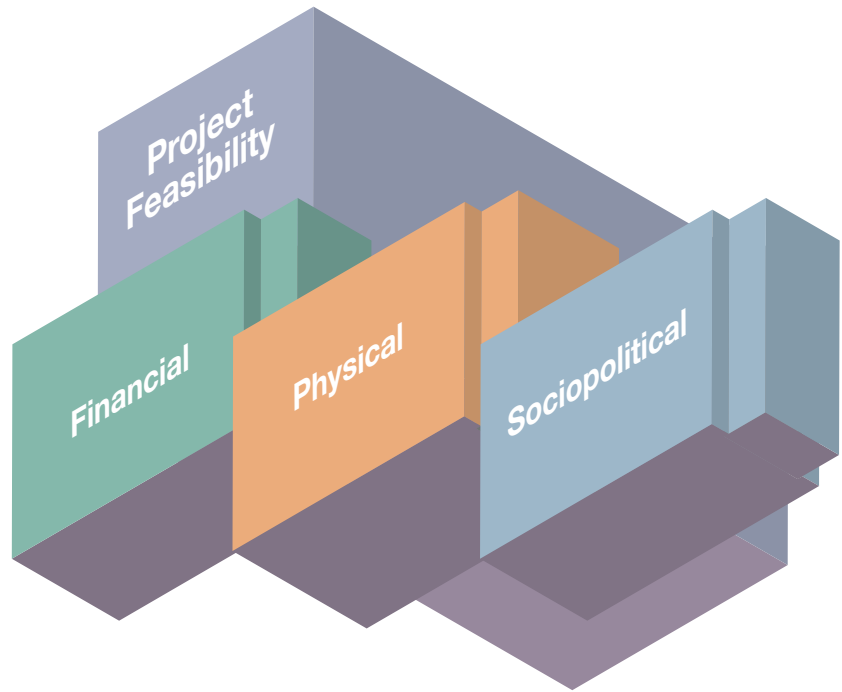
CREATIVITY
TURNS
KNOWLEDGE
INTO VALUE™

IS IT THE RIGHT PROJECT RIGHT NOW?

The evaluation and analysis of the potential success of a proposed project is an essential first step to create a sense of confidence for decision makers and stakeholders.

We effectively generate bottom-line driven solutions that identify the most efficient approaches to development.

We use tools and resources to verify the economic viability of each project from site selection to market analysis.



Optimum Group helps clients determine if they are undertaking the right project in the right place at the right time.

To evaluate the strengths and weaknesses of a proposed project, we conduct feasibility studies through three basic lenses: financial, physical and sociopolitical.

FINANCIAL VIABILITY

Ensuring that a proposed project makes sense economically is of critical importance. Our Financial Viability Analysis is bottom-line driven. To verify the achievability based on standard industry and economic benchmarks, we conduct thorough market studies incorporating information about the five key areas of fiscal feasibility — market, location, usage concept, competition and risk.



Appraisals

General Market Studies

Cost/Benefit Analysis

Economic Base Analysis

Economic Impact Analysis

Marketability Studies

Highest and Best Use Analysis

Competition Analysis

Risk Analysis

Financial Feasibility Analysis

PHYSICAL SUITABILITY

Physical Suitability is critical to reducing construction and entitlement risk. We assemble experienced teams that prepare thorough studies in order to understand all site characteristics. Once site investigation is complete, we apply our expertise to determine strategies that will eliminate potential challenges and overcome obstacles in the most cost-effective manner.

Site Selection Analysis

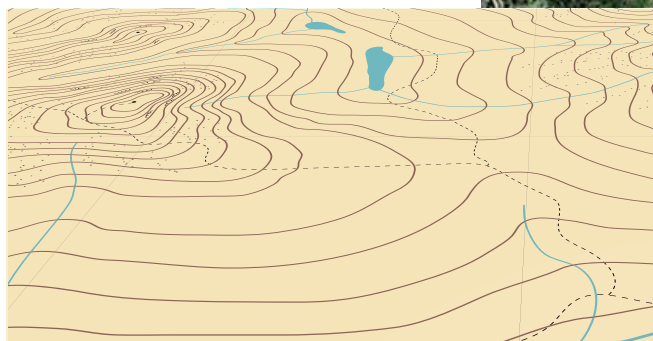
Geographic Dimension and Structure Studies

Geotechnical and Topographic Analysis

Demographic Analysis

Transportation and Traffic Studies

Environmental Impact Analysis





SOCIOPOLITICAL PRACTICALITY

Sociopolitical Practicality is the third key to minimizing risk and leading to project success. In contrast to the technical nature of the first two components of the Feasibility Analysis — Financial Viability and Physical Suitability — Sociopolitical Practicality is extremely complex and difficult to judge.

To evaluate the sociopolitical potential of a project we assess local political policies, values and beliefs as well as community interest in the proposed project. Our experience with multiple local government organizations has taught us that every community has its own set of beliefs and requirements — some written



and some assumed, or simply part of the local culture. They all impact the approval process and must be understood and addressed when a new project is proposed.

We develop cost-effective strategies for aligning local interests with our client's goals.

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