

## Business Plans, Feasibility and Market Studies

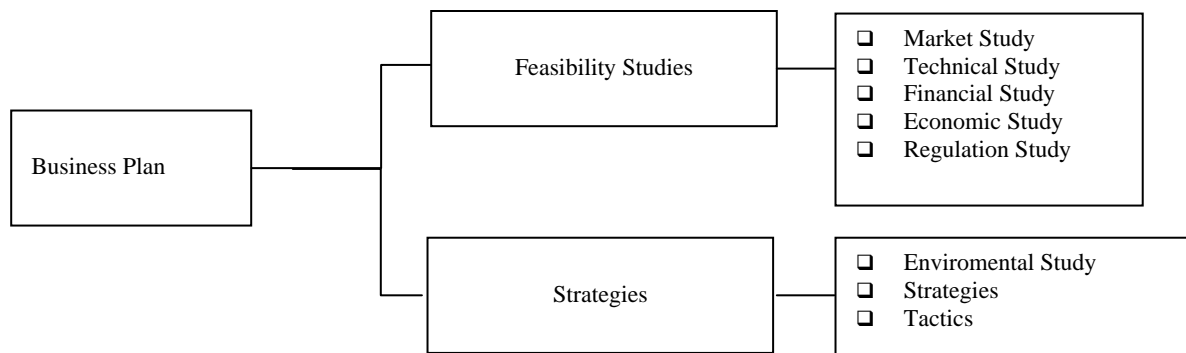
**INTRACORP** helps managers to develop their ideas, plans and business projects, while respecting their managerial intuition and business sense.

Feasibility studies utilize market surveys in order to quantify supply and demand to determine if there exists a market for a specific product or service.

In addition, feasibility studies also include technical, financial, economic and regulatory (regulations, statutes, etc.) aspects. This will satisfy the requirements of financial institutions when evaluating projects' risks and viability.

In addition to the feasibility study, a good business plan will include the necessary strategy in order to carry out the project.

This includes the evaluation of the national and international economic impact, the establishment of goals and objectives and the strategies required that will guarantee their accomplishment.



### **Business Plan. Academia Internacional Boquete. 2009**

Develop a Strategic Business Plan to determine the feasibility and operability of the opening of an international school in the Boquete District

### **Feasibility Study. Amble Resorts. 2009**

Demonstrate the viability and profitability of a project in the Tourism Sector, "Development of Tourism, Real Estate and Amble Luxury Resorts Boutique Hotel", holistically, taking into account growth in relevant sectors of the Panamanian economy in the short and medium term

### **Feasibility Study. Dual Overseas-Desarrollos Hospitalarios S.A.. 2009**

Demonstrate the viability and profitability of a private health sector. Evaluating the demographic characteristics of the total population of Panama, including Panama City, according to ages, levels and types of medical care and expenses incurred by cause

❑ **Business plan for DE NOVO PANAMA. 2008 – 2009**

Develop a strategic business plan that will help in determining the feasibility and operation of a condo-hotel project.

❑ **Feasibility Study. Red Frog Beach. 2008**

Demonstrate the viability of the project by means of analysis of its current situation and projections in the tourism market as well as the national and international real estate market, thereby determining the feasibility of constructing two marinas, hotel, club house and an urban development project in the area of Isla Bastimentos, Province of Bocas del Toro

❑ **Feasibility Study for the establishment of a new branch of Banco Internacional de Costa Rica, S.A. 2007 – 2008**

Demonstrate the viability and productivity of establishing a new branch of Banco Internacional de Costa Rica in the Province of Colon

❑ **Feasibility Study for establishing a hotel in Panama City. Inmobiliaria Maaabu, S.A. 2008**

Demonstrate the viability and productivity of a hotel in the Diablo area, taking into account the growth in the various relevant sectors of the Panamanian economy

❑ **Feasibility Study. Banco Bilbao Vizcaya Argentina (BBVA). 2007**

Analysis of the current situation surrounding BBVA with special emphasis on the real estate market, making five-year projections based on different scenarios

❑ **Economic Evaluation Regarding the Regulation of an Investment Project by Cement Company. Cemex. 2007**

Demonstrate both quantitatively and qualitatively the improvement in economic efficiency of a local clinker producer, combined with the production of cement, based on a scale economy and cost controls generated by fusion with another cement producer and protection against opportunistic actions

❑ **Feasibility Study for the Introduction of a New Product for the Construction Industry. Empresas Hopsa. 2006-2007**

Analysis of the present status and projections of the construction industry to determine the feasibility of the use of dry mortar

❑ **Study of Market for Elevators and Escalators in Panama. Schindler Elevators of C.V. 2006 – 2007**

To show the size of the potential market for Schindler products in Panama, including projections into the future

❑ **Feasibility Study of the Production of Biological Fuel. Ministerio de Economía y Finanzas-Banco Mundial. 2006 – 2007**

To determine, by means of an objective and comprehensive study, the technical, financial and economic feasibility, using the latest in financial techniques, and including all positive and negative variables that surface during the process, that would determine if Ethanol production in Panama would be profitable and competitive, in the international market

❑ **Business Plan for Panama Quality Living Inc. (PQL). 2006**

Business Plan of Specialized Services for foreigners covering the needs that surface when moving to a new country and culture based on their life styles

❑ **Feasibility study for the Opening of a New Branch. Banco Internacional de Costa Rica, S.A. (BICSA). 2006**

To demonstrate the viability and profitability of the opening of a branch of Banco Internacional de Costa Rica S.A. (BICSA) in the border region of Panama with Costa Rica, including the entire province of Chiriquí

❑ **Marketing Study of Condominium in Panama City for a Real Estate Project. Promotora Brickell States. 2006**

To conduct a market study that identifies and measures the supply of residential buildings, classifies them and makes a comparative analysis to determine the market share

❑ **Strategic Business Plan for a Gourmet Shop. Bottega 50. 2005**

To develop a strategic business plan that establishes the parameters of viability, yield and operation of a Gourmet Shop

❑ **Feasibility Study for a Tourism and Real Estate Project. Tucán Holding E. Development, Corp. 2004-2005**

To demonstrate the viability and profitability of a tourism and real estate development project in the area adjacent to the Panama Canal, including a golf course and recreational and hotel facilities

❑ **Strategic Business Plan. Restaurante Bistro Boquete. 2004-2005**

To develop a Strategic Business Plan, that includes training and technical assistance in areas vital to the growth and good operation of Restaurante Bistro Boquete

❑ **Economic Study for the Collective Bargaining of Astilleros Braswell. 2004**

Economic evaluation of the international and national markets for the repair and maintenance of vessels and the structure of costs of the Company, pertaining to a process of collective bargaining with the labor union

❑ **Feasibility Study for a Tourism and Real Estate Project. Cielo Paraíso. 2003-2004**

Analysis of the current status and projections of tourism and real estate markets at the national and international levels, in order to determine the feasibility of constructing a hotel with a golf course and clubhouse and an urban development project in the Boquete area of Chiriqui

❑ **Study of the Used Car Market. Asociación de Distribuidores de Automóviles de Panamá (ADAP). 2004**

Economic analysis of the used-car market in Panama and the possible implications of free trade agreements

❑ **Market Study for the Establishment of Motels in David and Penonomé. Comerciales Otero. 2003-2004**

Diagnosis of the national economy and areas related to this business sector. Projections of demand and sector analysis for the location of the new installations

❑ **Feasibility Study for a Center for Welding Training and Inspection Services (SPIN). 2002**

Analysis of the current situation and projections of the welding and inspection market throughout Latin America in order to determine the feasibility of a training and inspection center

❑ **Study for Identification of Exportable Product with Good Expectations of Market and Profitability. Asesores Estratégicos (ASES). 2002**

Present the Pre-feasibility to produce and to export a variety of goods, mainly to the American market. Diverse products with high competitive advantage are analyzed, with emphasis on the agricultural sector

- ❑ **Feasibility Study for the Production of Milk Products. Cooperativa de Servicios Múltiples de Productores de Leche (COOLECHE). 2001**

Analysis of the current situation and market projections of milk products in Panama in order to determine the feasibility of establishing a milk-products plant
  
- ❑ **Five-year Operating and Marketing Plan for the Corredor Sur (toll highway). Consultores de Transporte (COTRANS). 2000**

Plan for the operation of a private toll highway
  
- ❑ **Market Study for Carbonated Beverages in Panama. Grupo Sílabá. 2000**

Evaluation of the market for carbonated beverages in Panama, its products, demand and projections
  
- ❑ **Market Study for Solid Wooden Doors in Tampa, Florida, Puerto Rico and Panama. Grupo Melo. 1999**

Market analysis for solid wooden doors in Tampa and Puerto Rico, and a comparative analysis with the Panamanian market, for possible exports
  
- ❑ **Market Study for Taller Vargas Matamoros. 1999**

Diagnosis of the national economy and of the sectors related with this activity. Projection of demand and sector analysis for locating new branches
  
- ❑ **Feasibility Study for a Processing Plant for Poultry Products. Grupo Melo. 1999**

Analysis of the current status and projections for the poultry market at the national level and throughout Latin America, in order to determine the feasibility of establishing a production plant for added value poultry products
  
- ❑ **Study of the Banking Market for the Introduction of a New Bank. Banco Santander. 1998**

Analysis of Panama's banking sector to determine the possibility of establishing a new foreign bank within the country's banking system
  
- ❑ **Potential of the Corporate Banking Sector with General Licenses in Panama. Banco Do Brazil. 1998**

Report on the current situation, perspectives and projections of the economy of Panama, identifying the high opportunity sectors and the business potential of corporate banks in view of legislative changes in the banking industry

- ❑ **Evaluation of an Insurance Product for the Banking Market. Internacional de Seguros. 1998**

Market study that permits the analysis of the potential market and the possible demand for a new product in the insurance field, as well as providing an analysis of the economic situation and perspectives in Panama
  
- ❑ **Market Study for Structural Steel Hopsa. 1998**

Evaluation of the current market and the potential for structural steel, analyzing prices in the local market and the methods of promoting the product
  
- ❑ **Market Study for Establishing Branches. Novey. 1998**

Determination and projection of demand for the Novey Company, evaluating future rate of participation of the company in the market and the location of branches in the potential market
  
- ❑ **Feasibility Study for the Establishment of a Factory for Construction Products. Empresas Hopsa. 1998**

Analysis of the current situation and market projections in the construction industry in order to determine the feasibility of establishing a factory for construction materials
  
- ❑ **Feasibility Study for the Construction of a Parking Structure. Órgano Judicial. 1998**

Feasibility study for the construction of a parking structure located within the premises of the Judicial Branch in the Ancon area
  
- ❑ **Study of the POINT to POINT Telephone System. 1997 – 1998**

Market analysis of telecommunications for the establishment of a company involved in point to point telephone operations
  
- ❑ **The Elevator Market in Panama. Empresas Hopsa. 1997**

Evaluation of the potential market for elevators and escalators within the context of changes in the Panamanian economy
  
- ❑ **Real Estate Market Projections in Panama. KPMG. 1997**

Analysis of the availability in the current real estate market for the high value and commercial segments and the projection of potential demand of this market

□ **Feasibility Study for the Development of Ecotourism Projects. Ancon Expeditions. 1997**

Evaluation and market projections for tourism and hotels in Panama, with a specific analysis of the Ecotourism segment

□ **Market Analysis for Deformed Steel Bars in Panama. Metales S.A. 1996**

Market analysis for deformed steel bars beginning with the growth of this industry under a protected tariff growth model. Evaluation of the market based on possible changes in regulations and tariffs, measuring the impact on the protected tariff and prices in the local market. Metales S.A.