

Module Title: FBM – Feasibility – Department and Hotel Projects**Module Code: B2211****Level: BAIHTM – 4th Semester...Lesson Plan**

S. No.	Units	Topics / Activities
1	Introduction to Feasibility Study	<ul style="list-style-type: none">• Meaning of Feasibility Study• Purpose in F and B Operations
2	Business Concept Development	<ul style="list-style-type: none">• Business Idea and Concept• Type of Outlet• Theme and Positioning
3	Market Analysis	<ul style="list-style-type: none">• Market Trends• Customer Profile• Demand Analysis
4	Location and Layout Planning	<ul style="list-style-type: none">• Site Selection• Layout Planning• Operational Flow
5	Menu Planning	<ul style="list-style-type: none">• Menu Design• Menu Mix• Pricing Considerations
6	Operational Planning	<ul style="list-style-type: none">• Service Style• Operating Hours• Equipment Planning
7	Human Resource Planning	<ul style="list-style-type: none">• Staffing Plan• Organization Structure• Salary and Benefits
8	Financial Planning	<ul style="list-style-type: none">• Start-Up Cost Estimation• Cost Classification• Pricing and Profit Calculation
9	Legal and Regulatory Requirements	<ul style="list-style-type: none">• Government Rules and Regulations• Licenses and Compliance
10	Financial Analysis	<ul style="list-style-type: none">• Investment Summary• Return On Investment (ROI)• Break-Even Analysis
11	Risk Analysis and Recommendations	<ul style="list-style-type: none">• Identifying Risks• Practical Recommendations
12	Feasibility Report and Presentation	<ul style="list-style-type: none">• Report Writing• Final Presentation

