



GUIDELINES FOR SUBMISSION OF FEASIBILITY REPORT FOR BROADCASTING PROJECTS

1. COMPANY PROFILE

- a) Evidence of Incorporation (in Ghana)
- b) Certificate to Commence Business (in Ghana)
- c) Shareholders/Company Regulations
- d) Relevant Experience/Evidence of Ability to perform including agreements drawn up with any principals.
- e) Evidence of Tax payment/Tax Clearance Certificate
- f) SSNIT Contribution of Workers
- g) List of Affiliate Companies

2. PROJECT STUDY

- a. Engineering design system, or
- b. Technical Implementation Plan

3. MARKET PLAN

- a. Business idea and choice of Technology
- b. Market analysis
- c. Roll-out Plan and Coverage Criteria
- d. Market: This is to include Market Goals, Target Groups etc.

4. BUSINESS PLAN

- a. Organisational Structure (including educational and technical background as well as experience of key personnel)
 - b. Capital Investment: This should include -
 - i. Equipment Categories
 - ii. Equipment Prices
 - iii. Equipment Suppliers and
 - iv. Capital Investment Summary
 - c. Revenue Forecast
 - d. Operating Expenses
 - e. Financial Plan to include:
 - i. Equity
 - ii. Suppliers Credit (if any)
 - iii. Bank Loan (if any)
 - f. Forecasted Financial Statements, to include:
 - i. Income Statement
 - ii. Balance Sheet
 - iii. Cash flow Statement
 - g. Statement on how the company is going to be financed during the first 90 days of its operation.
5. Programming Philosophy
6. Any other information that is relevant to demonstrate the viability of the project.

LETTER OF COMMITMENT

All applicants are also to submit a signed letter of commitment stipulating that they shall abide by all existing ITU Regulations and Communications laws of the country as well as other rules and regulations that may be issued.

Note: All Applications shall be accompanied by Receipt of Payment of the applicable non-refundable processing fee. The Receipt No. should be indicated at the upper right corner of the appropriate Application Form.