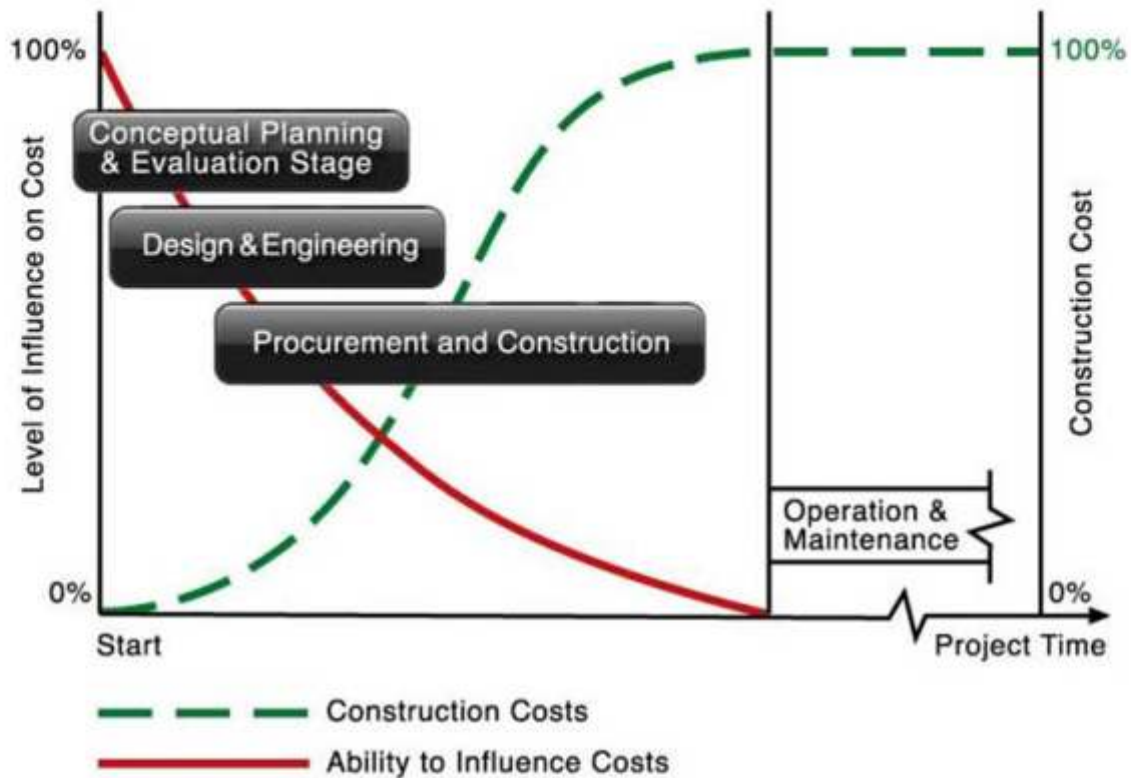


This phase is one of the most important in your project as your ultimate requirements of time, quality and cost will be established. For the option of various alternatives, the following criteria will be considered:

Project Performance	Demand
Organization Impact	Financing
Location	Cash Flow
Resources	Costing
Time Frame	Risk
Design Concept	Return on Investment



This phase concludes with a detailed client's brief and the appointment of the professional team.

The ability to influence the aspects of time, quality and cost diminishes with time. This means that major savings can be made during the early stages of the project life cycle.