



# Bike Rentals

## High-Level Feasibility Study

Submitted to:

The Ministry of Digital Economy and Entrepreneurship

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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A National Entrepreneurship Policy Project



Ministry of Digital Economy  
and Entrepreneurship



Funded by  
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# Table of Contents

Table of Tables .....	2
Table of Figures .....	2
Executive Summary .....	3
1. Introduction .....	3
2. Market Analysis .....	4
3. Business Model.....	5
4. Technical Analysis.....	7
5. Financial Analysis.....	9
5.1 Financial Study Assumptions .....	9
5.2 Financial Study: .....	10
5.2.1 Projected Working Capital .....	10
5.2.2 Project Initial Cost.....	11
5.2.3 Projected Income Statement.....	11
5.2.4 Projected Free Cash Flow Statement.....	12
5.3 Sensitivity Analysis.....	13
6. Integration with Other Sectors.....	14
7. Entrepreneur Persona .....	15
8. Stakeholders .....	15
9. Risk Assessment.....	16
10. Conclusion.....	17

## Table of Tables

Table 1: Revenue projection .....	6
Table 2: Cost of Goods Sold – Five Year Projection .....	8
Table 3: Manpower recruitment plan – five-year projection:.....	8
Table 4: Manpower total cost – five-year projection.....	8
Table 5: Operational Expenditures – five-year projection .....	9
Table 6: Capital Expenditures Cost – five-year projection .....	9
Table 7: Working capital projection (JOD) .....	10
Table 8: Initial Cost Summary (JOD) .....	11
Table 9: Projected Income Statement (JOD) .....	11
Table 10: Free Cash Flow (FCF) Projection (JOD).....	13
Table 11: Sensitivity analysis outcomes .....	13

## Table of Figures

Figure 1: Product Mix by Quantity .....	6
Figure 2: Product Mix by Revenue.....	7
Figure 3: Gross vs Net Profit Margin .....	12
Figure 4: Return on Investment.....	12

# Executive Summary

Jordan's Rural Bike Rentals aims to provide eco-friendly, adventure tourism experiences by offering bike rentals and guided tours in rural areas. Targeting adventure seekers and eco-conscious travelers, the business leverages mobile rental stations and digital platforms for convenience. With strong potential for growth, the project integrates with local tourism, retail, technology, and environmental sectors.

There is an increasing demand for unique, off-the-beaten-path experiences and eco-friendly travel options among middle to high-income individuals who are willing to spend on premium services. Customers prefer customizable packages, convenient booking, and additional services like guided tours. The bike rental business targets rural areas with scenic routes, countryside villages, and limited transportation infrastructure, focusing on adventure seekers, eco-conscious travelers, outdoor enthusiasts, families, and tourists seeking unique experiences. Services include bike rentals, rental packages, guided and self-guided tours, additional equipment (helmets, locks, repair kits), and mobile rental stations. Despite potential risks from seasonality, equipment maintenance, and regulatory challenges, strategic planning and community engagement can mitigate these issues, promising sustainable growth, community support, and enhanced tourist experiences.

According to the financial analysis conducted for this study, the project's feasibility indicators demonstrate its viability, with a net present value of JOD 76,831 and a profitability index of 2.08. Moreover, the project's internal rate of return (IRR) is expected to be 45.20%, indicating that the project is feasible and not sensitive to market discount rate changes.

## I. Introduction

The Rural Bike Rentals project aims to transform the way tourists explore Jordan's hidden rural treasures by providing eco-friendly and convenient transportation options. By utilizing mobile rental stations and a seamless digital booking platform, the project enhances accessibility to scenic routes and local attractions. Offering a variety of bike models and customizable rental packages, along with guided and self-guided tour options, the service caters to adventure seekers, eco-conscious travelers, and outdoor enthusiasts. This innovative approach not only promotes sustainable tourism and outdoor recreation but also supports local communities and businesses, paving the way for a thriving adventure tourism market in Jordan.

The bike rental business targets rural areas in Jordan with scenic routes, countryside villages, and limited transportation infrastructure. It focuses on middle to high-income individuals or families with disposable income for leisure travel, including adventure seekers, eco-conscious travelers, outdoor enthusiasts, families, and tourists seeking unique experiences. With the growing demand for sustainable and adventure tourism, the bike rental business in these rural areas has significant potential. By addressing transportation gaps and leveraging technology, the project can offer unique and eco-friendly travel experiences, contributing to the local tourism sector.

## 2. Market Analysis

There is a growing global trend towards sustainable tourism and eco-friendly travel options, with adventure tourism gaining popularity among tourists seeking unique, off-the-beaten-path experiences. Jordan's tourism sector, known for its historical and natural attractions, significantly contributes to the national economy. The government is investing in infrastructure and promoting new tourism products, including adventure tourism, which is expanding globally with a growing interest in outdoor and sustainable activities. Jordan's tourism sector is recovering post-COVID, with increasing tourist numbers and revenues. The government's aggressive investment in the sector is expected to boost growth, supported by the Jordanian government's Economic Modernization Vision that includes initiatives to attract investments and enhance tourism infrastructure, providing a favorable climate for new ventures. This global shift towards sustainability and eco-friendly travel presents a significant opportunity for the bike rental business.

Tourism revenue is a significant contributor to GDP, with steady growth expected, and the sector provides substantial employment opportunities, crucial given Jordan's high unemployment rates. Government initiatives aim to attract foreign investment, particularly in tourism.

### Key Economic Indicators<sup>1</sup>:

1. **Contribution of tourism to GDP:** Tourism receipts accounted for 15% of Jordan's GDP in 2023, with tourism receipts amounting to JOD 5.25 billion.
2. **Employment rates:** The tourism industry supported 54,856 direct jobs in 2023, crucial in a country with a high unemployment rate.
3. **Visitor numbers:** Jordan attracted a record 6.35 million visitors in 2023, a 16% increase from 2019, demonstrating the destinations appeal and strong demand for tourism experiences.

There is increasing demand for unique, off-the-beaten-path experiences and eco-friendly travel options<sup>2</sup>, with middle to high-income individuals willing to spend on premium services for unique experiences. Customers show interest in customizable packages, convenience in booking, and the availability of additional services like guided tours.

The targeted market for the bike rental business includes rural areas with scenic routes, countryside villages, and limited transportation infrastructure. The socioeconomic focus is on middle to high-income individuals or families with disposable income for leisure travel, and the demographic includes adventure seekers, eco-conscious travelers, outdoor enthusiasts, families, and tourists seeking unique experiences.

The services provided include:

- **Bike Rentals:** Variety of bike models suitable for different terrains and skill levels.
- **Rental Packages:** Customizable for full-day or multi-day adventures.

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<sup>1</sup> Ministry of Tourism and Antiquities, Statistical Dashboard

<sup>2</sup> Jordan's Green Growth National Action Plan 2021-2025, Tourism Sector.

- Guided and Self-Guided Tours: Recommendations for scenic trails and local attractions.
- Additional Equipment: Helmets, locks, and repair kits.
- Mobile Rental Stations: Convenient pick-up and drop-off in remote locations.

Competitors have strengths such as an established presence, local market knowledge, and an existing customer base, including Baskaleti, Bike Rush, and various other groups offering similar services. However, they exhibit weaknesses like limited innovation, lack of technological integration, and potential gaps in service quality. The market is fragmented, with several small players, offering an opportunity for differentiation through innovative and tech-driven services.

The bike rental business in Jordan's rural areas has significant potential, driven by the growing demand for sustainable and adventure tourism. By addressing transportation gaps and leveraging technology, the project can offer unique and eco-friendly travel experiences.

## I Business Model

Rural Bike Rentals operates on a dual B2B and B2C model, targeting both individual adventure enthusiasts and corporate groups interested in unique outdoor experiences. The business leverages partnerships with local businesses, including guesthouses, restaurants, and cultural institutions, to provide an immersive experience that combines outdoor adventure with cultural insights. Mobile rental stations are strategically placed in key rural locations and operate year-round, with additional stations during peak seasons. These stations offer various bike models, helmets, locks, repair kits, and GPS devices. A user-friendly digital booking platform can be used to enable customers to customize rental packages, select guided or self-guided tours, and choose additional equipment. The service offerings include flexible rental options, set-date guided tours, on-demand private tours, and customizable packages. Revenue is generated from bike rentals, guided tours, and additional services such as meal packages and premium equipment. Marketing strategies involve local collaborations, digital marketing, and participation in tourism events to promote sustainable and adventure tourism in Jordan. Revenue Projections for the First Five Years of Jordan's Rural Bike Rentals indicate a promising trend across two main service categories:

**Bike Rentals:** The demand for bike rentals is projected to increase significantly from 5,604 units in Year 1 to 16,006 units by Year 5, reflecting a growing interest in eco-friendly and adventure tourism. With a consistent price of JOD 20 per rental across all years, revenue from bike rentals is expected to rise from JOD 112,086 in Year 1 to JOD 320,129 in Year 5. This consistent upward trend demonstrates robust demand for authentic and immersive outdoor experiences.

**Guided Tours:** Demand for guided tours shows a consistent rise, starting from 280 units in Year 1 to 1,601 units in Year 5. Each tour is priced at JOD 55, leading to substantial revenue growth from JOD 15,412 in Year 1 to JOD 88,035 in Year 5. These figures underline the expanding market demand for personalized and exclusive adventure experiences.

Overall, these service offerings highlight a growing interest in Jordan's rural and adventure tourism, with increasing revenues supporting the potential for scalable and sustainable growth within the tourism sector.

Itemized revenues and total annual revenues are outlined in the table below:

Table 1: Revenue projection

Description / Year	1	2	3	4	5
Bike Rentals (unit)	5,604	7,286	9,471	12,313	16,006
Bike Rentals Fees (JOD per unit)	20	20	20	20	20
<b>Subtotal Bike Rentals (JOD)</b>	112,086	145,712	189,425	246,253	320,129
Guided Tours (unit)	280	729	947	1,231	1,601
Guided Tours Fees (JOD per unit)	55	55	55	55	55
<b>Subtotal Guided Tours (JOD)</b>	15,412	40,071	52,092	67,720	88,035
<b>Total Revenues (JOD)</b>	127,498	185,783	241,517	313,973	408,164

The provided data outlines the revenue and quantity distribution for Jordan's Rural Bike Rentals, indicating a strong and growing demand for both bike rentals and guided tours. Bike Rentals emerge as the core product, with units increasing from 5,604 in Year 1 to 16,006 by Year 5 comprising on average 80% of total revenue, reflecting their widespread appeal and significant potential for expansion. Guided Tours, priced higher at JOD 55 per unit, show consistent growth in demand and revenue, rising from 280 units in Year 1 to 1,601 units by Year 5. This growth highlights the appeal of personalized and exclusive adventure experiences. Overall, the robust increase in both service categories underscores the business's potential for scalable and sustainable growth within Jordan's adventure tourism sector.

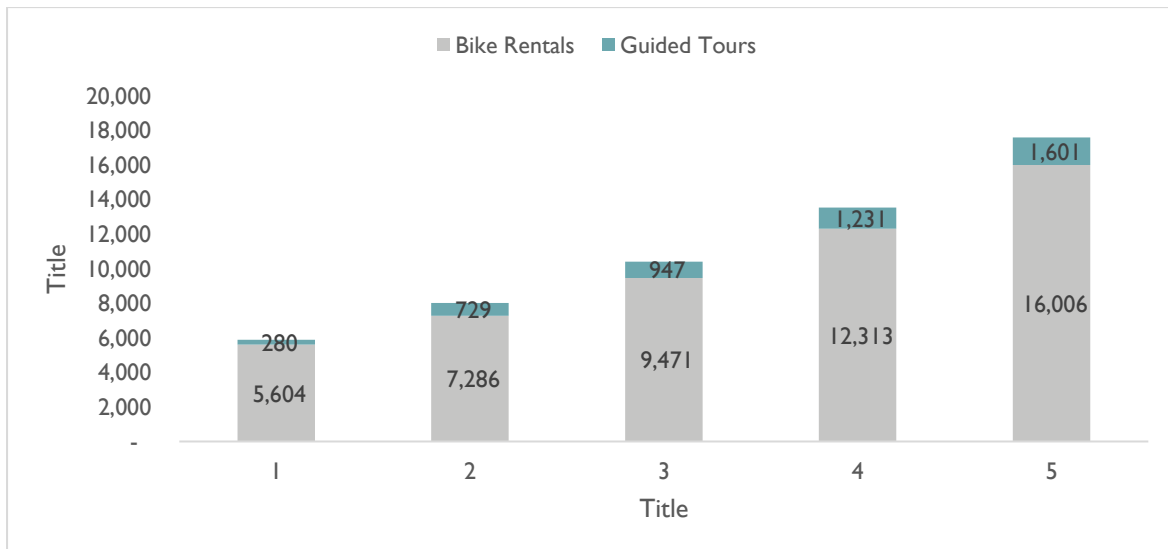


Figure 1: Product Mix by Quantity

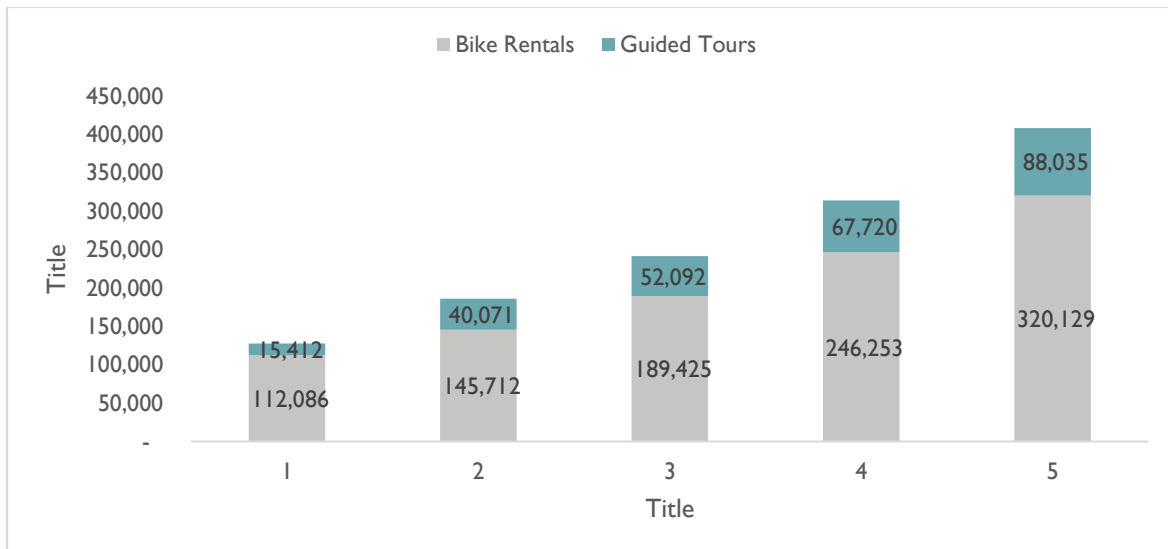


Figure 2: Product Mix by Revenue

### 3. Technical Analysis

The cost of goods sold (COGS) for Jordan’s Rural Bike Rentals services illustrates effective cost management tailored to the increase in demand across each service category:

1. **Bike Rentals:** The COGS per unit for bike rentals is consistently held at JOD 8 throughout the five-year period, despite a rising demand from 5,604 units in Year 1 to 16,006 units in Year 5. This stability in the cost per unit showcases efficient cost control practices and indicates potential for substantial gross margins as the number of rentals increases.
2. **Guided Tours:** The guided tours maintain a stable COGS at JOD 33 per unit, reflecting the premium nature of these personalized experiences and the intricate processes involved in providing guided tours. As demand for these tours grows from 280 units in Year 1 to 1,601 units in Year 5, this consistent costing ensures profitability is sustained while meeting the needs of a market that values unique and immersive adventure experiences.

Overall, total COGS increases from JOD 54,081 in Year 1 to JOD 180,873 in Year 5, a manageable rise considering the anticipated growth in revenue. This gradual increase highlights the project's ability to scale effectively, benefiting from economies of scale and enhancements in operations as the business evolves. This careful financial management supports Jordan’s Rural Bike Rentals in their mission to provide immersive and enriching outdoor experiences while ensuring the venture remains economically sustainable.

The table below outlines the projected COGS over five years:



Table 2: Cost of Goods Sold – Five Year Projection

Description / Year	1	2	3	4	5
Bike Rentals (unit)	5,604	7,286	9,471	12,313	16,006
Bike Rentals Fees (JOD per unit)	8	8	8	8	8
<b>Subtotal Bike Rentals (JOD)</b>	<b>44,834</b>	<b>58,285</b>	<b>75,770</b>	<b>98,501</b>	<b>128,052</b>
Guided Tours (unit)	280	729	947	1,231	1,601
Guided Tours Fees (JOD per unit)	33	33	33	33	33
<b>Subtotal Guided Tours (JOD)</b>	<b>9,247</b>	<b>24,042</b>	<b>31,255</b>	<b>40,632</b>	<b>52,821</b>
<b>Total COGS (JOD)</b>	<b>54,081</b>	<b>82,327</b>	<b>107,025</b>	<b>139,133</b>	<b>180,873</b>

The team structure for Jordan’s Rural Bike Rentals is designed to be compact yet highly effective, focusing on specialized roles to support the venture's growth efficiently. The initial team consists of key positions including an Operations Manager, a Tour Coordinator, and a Partnership Manager. This core team is consistent throughout the five-year plan, maintaining a steady workforce to meet operational demands effectively.

Table 3: Manpower recruitment plan – five-year projection:

Title / Year	1	2	3	4	5
Operations Manager	1	1	1	1	1
<b>Tour Coordinator</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
Partnership Manager			1	1	1
<b>Cumulative Number of HR</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>

The table below provides an overview of human resource costs, accounting for social security and health insurance expenses. Social security contributions were computed at 14.25% of the gross salary, following the guidelines set by the Social Security Corporation.

Table 4: Manpower total cost – five-year projection

Title / Year	1	2	3	4	5
Operations Manager	7,200	7,560	7,938	8,335	8,752
<b>Tour Coordinator</b>	<b>1,800</b>	<b>1,800</b>	<b>5,954</b>	<b>6,251</b>	<b>6,564</b>
Partnership Manager	-	-	18,000	25,200	26,460
<b>Total HR Salaries</b>	<b>7,200</b>	<b>7,560</b>	<b>31,892</b>	<b>39,786</b>	<b>41,775</b>
<b>Social Security Cost</b>	<b>1,026</b>	<b>1,077</b>	<b>4,545</b>	<b>5,670</b>	<b>5,953</b>
<b>Health Insurance Cost</b>	<b>1,000</b>	<b>1,000</b>	<b>1,500</b>	<b>2,000</b>	<b>2,000</b>
<b>Total HR Cost</b>	<b>9,226</b>	<b>9,637</b>	<b>37,936</b>	<b>47,456</b>	<b>49,728</b>

The operating expenditures for Jordan’s Rural Bike Rentals are structured to ensure efficient and sustainable operations. An initial OpEx of JOD 26,869 in Year 1 covers key costs, including JOD 1,800 for marketing and advertising, JOD 2,400 for utilities, JOD 4,000 for storage facilities, JOD 1,000 for maintenance, and JOD 6,000 for transportation and logistics. These expenditures increase to JOD 73,685 by Year 5, reflecting the growing scale of operations. This structured approach ensures that Jordan’s Rural Bike Rentals maintains financial efficiency while scaling operations to meet growing demand. The table below outlines the projected OPEX over five years:

Table 5: Operational Expenditures – five-year projection

Title / Year	1	2	3	4	5
Marketing and advertising	1,800	1,800	1,800	1,800	1,800
Utilities	2,400	2,472	2,546	2,623	2,701
Storage Facility	4,000	4,000	4,000	4,000	4,000
Maintenance	1,000	1,100	1,210	1,331	1,464
Transportation and Logistics	6,000	6,300	6,615	6,946	7,293
<b>Sub-total OpEx</b>	<b>24,426</b>	<b>25,309</b>	<b>54,107</b>	<b>64,155</b>	<b>66,987</b>
Other Costs	2,443	2,531	5,411	6,415	6,699
<b>Total OpEx</b>	<b>26,869</b>	<b>27,840</b>	<b>59,518</b>	<b>70,570</b>	<b>73,685</b>

The capital expenditures for Jordan’s Rural Bike Rentals are structured to ensure a robust start and sustainable growth. An initial investment of JOD 34,000 in Year 0 is planned for setting up essential components necessary for the operations. This includes JOD 15,000 allocated for bike inventory, JOD 5,000 dedicated to rental station setup, JOD 5,000 for safety gear, JOD 9,000 for tour guide contracts, and JOD 5,000 for office setup, laying the groundwork for efficient and safe rental operations. This initial investment is crucial for establishing a solid operational base, enabling Jordan's Rural Bike Rentals to begin operations effectively.

Table 6: Capital Expenditures Cost – five-year projection

Description / Year	0	1	2	3	4	5
Bike Inventory	15,000	-	3000	-	-	6,000
Rental Station Setup	5,000	-	5,000	-	5,000	-
Safety Gear	5,000	-	1,000	-	0	-
Tour Guide Contracts	-	7,005	18,214	23,678	30,782	40,016
Office Setup	9,000	3,000	3,000	3,150	3,150	3,308
<b>Total CapEx</b>	<b>34,000</b>	<b>10,005</b>	<b>30,214</b>	<b>26,828</b>	<b>38,932</b>	<b>49,324</b>

## 4. Financial Analysis

### 6.1 Financial Study Assumptions

The feasibility study is based on the following key assumptions:

**Discount Rate:** The study employs a conservative discount rate of 14%, reflecting a cautious approach to valuation.

**Financing Structure:** The project is entirely financed by equity. This conservative approach avoids the financial leverage and thus underestimates project value, given the lower cost of debt compared to equity.

**Terminal Value:** The project assumes a zero-terminal value at the end of year five, aligning with the study's conservative outlook.

**Cash Flow Projection:** Cash flows beyond year five are excluded from the analysis, focusing on the initial project phase.

**Tax Rate:** The assumed tax rate of 20% complies with Jordan income tax law.

**Depreciation Rate:** Capital expenditure (CapEx) is depreciated at an annual rate of 20%. Any deviation from this rate may impact projected profitability but not project feasibility, as depreciation is a non-cash expense.

### Working Capital Assumptions

Operational liquidity requirements are guided by the following assumptions:

- **Cash Reserves:** The project will maintain cash equivalent to 180 days of projected annual operational expenses, ensuring robust liquidity management.
- **Accounts Receivable (A/R) Collection Period:** The average collection period for receivables is 30 days, reflecting expected credit sales conversion into cash.
- **Accounts Payable (A/P) Payment Period:** The average payment period for payables is 90 days, indicating the timeframe for settling supplier obligations.
- **Inventory Management:** Inventory levels will be maintained to cover an average of three months of sales quantity, ensuring optimal stock levels to meet demand efficiently.

**Capital expenditures** expected to be incurred in the first year were included as part of the initial costs of the project.

**Provisions** were made within the initial cost to cover any potential negative net free cash flow that may arise during the first five years of operation, if needed.

## 6.2 Financial Study:

### 6.2.1 Projected Working Capital

Table 7: Working capital projection (JOD)

Description / year	1	2	3	4	5
Cash	16,828	17,483	22,218	27,337	28,497
Accounts Receivable A/R	10,625	15,482	20,126	26,164	34,014
Inventory	13,520	20,582	26,756	34,783	45,218
Accounts Payable A/P	13,520	20,582	26,756	34,783	45,218
Net Working Capital	27,452	32,965	42,345	53,501	62,511
Change in Working Capital		5,513	9,380	11,156	9,009

This table shows that the net working capital needed for the project for the first year of operation is JOD 27,452, which has to increase to reach JOD 62,511 in the fifth year of operation. The steady increase in the working capital comes to cover the rapid increase in the project operations and mainly the increase in the projected revenues.

## 6.2.2 Project Initial Cost

Table 8: Initial Cost Summary (JOD)

Description/Year	JOD
CapEx	44,005
Net Working Capital	27,452
<b>Total Initial Cost</b>	<b>71,458</b>

The project's initial cost is projected to be JOD 71,458, consisting of JOD 44,005 as CapEx and JOD 27,452 as working capital.

## 6.2.3 Projected Income Statement

Table 9: Projected Income Statement (JOD)

Description / Year	1	2	3	4	5
Total Revenues	127,498	185,783	241,517	313,973	408,164
COGS	54,081	82,327	107,025	139,133	180,873
<b>Gross Profit (JOD)</b>	<b>73,416</b>	<b>103,455</b>	<b>134,492</b>	<b>174,840</b>	<b>227,291</b>
<b>OpEx</b>	<b>33,655</b>	<b>34,966</b>	<b>44,437</b>	<b>54,674</b>	<b>56,994</b>
<b>Net Profit Before Tax and Depreciation (JOD)</b>	<b>39,761</b>	<b>68,489</b>	<b>90,055</b>	<b>120,166</b>	<b>170,297</b>
Depreciation	8,801	14,844	20,210	27,996	37,861
<b>Net Profit Before Tax (JOD)</b>	<b>30,960</b>	<b>53,646</b>	<b>69,846</b>	<b>92,170</b>	<b>132,437</b>
Tax Expense	6,192	10,729	13,969	18,434	26,487
<b>Net Profit (JOD)</b>	<b>24,768</b>	<b>42,916</b>	<b>55,876</b>	<b>73,736</b>	<b>105,949</b>

The projected income statement indicates that the project will generate a profit of JOD 24,768 in the first year of operation. The net profit is expected to increase gradually over the study period, reaching JOD 105,949 in the fifth year of operation.

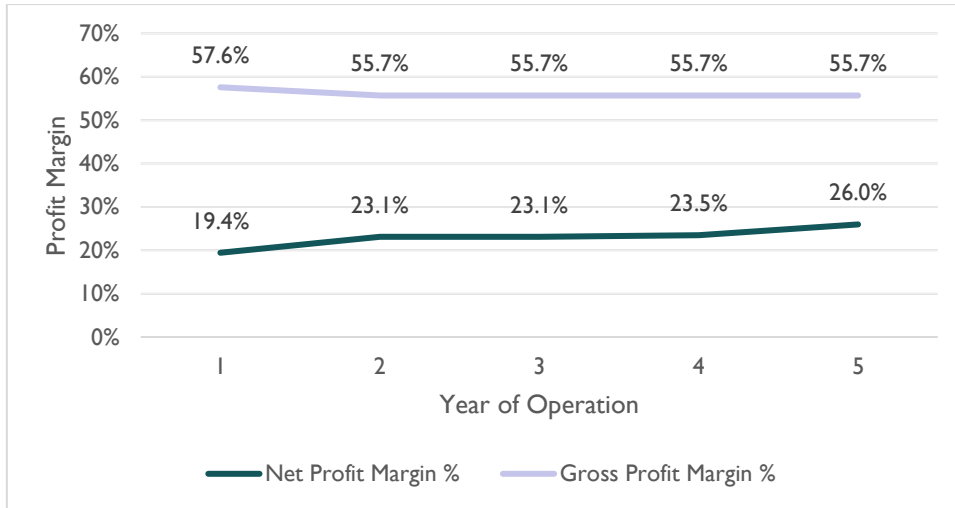


Figure 3: Gross vs Net Profit Margin

The project is expected to generate a gross profit margin of 57.6% and a 19.4% net profit margin in the first year of operation. In the fifth year of operations, the gross profit margin is expected to drop slightly to 55.7%. However, the net profit margin is expected to grow to 26.0%.

On the asset management side, the project shows that the return on investment will increase steadily from 24.7% in the first year of operation to 48.9% in the fifth year.

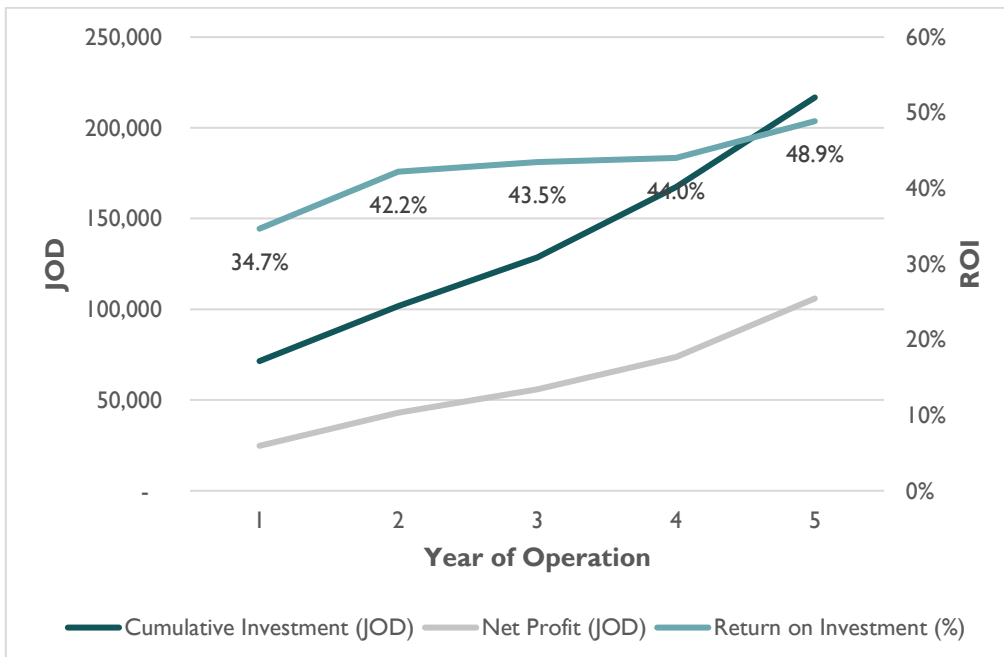


Figure 4: Return on Investment

### 6.2.4 Projected Free Cash Flow Statement

The table below demonstrates that the project can generate a positive free cash flow from the first year of operation, JOD 33,569. Moreover, due to the projected expansion in the business operations, the project is expected to generate a growing net free cash flow year over year.

Table 10: Free Cash Flow (FCF) Projection (JOD)

Description / Year	0	1	2	3	4	5
Cash-in Flow						
Net Profit		24,768	42,916	55,876	73,736	105,949
Depreciation		8,801	14,844	20,210	27,996	37,861
Injected Capital	71,458					
<b>Total Cash-in Flow (JOD)</b>	<b>71,458</b>	<b>33,569</b>	<b>57,760</b>	<b>76,086</b>	<b>101,732</b>	<b>143,810</b>
Cash-out Flow						
Initial Cost	71,458		30,214	26,828	38,932	49,324
Changes in Working Capital			5,513	9,380	11,156	9,009
<b>Total Cash-out Flow (JOD)</b>	<b>71,458</b>	<b>-</b>	<b>35,727</b>	<b>36,208</b>	<b>50,088</b>	<b>58,333</b>
<b>Free Cash Flow (JOD)</b>	<b>-</b>	<b>33,569</b>	<b>22,034</b>	<b>39,878</b>	<b>51,644</b>	<b>85,477</b>

Based on these results, the project's feasibility indicators demonstrate its viability, with a net present value of JOD 76,831 and a profitability index of 2.08. Moreover, the project's internal rate of return (IRR) is expected to be 45.20%, indicating that the project is feasible and not sensitive to market discount rate changes.

Feasibility Indicators	
Net Present Value (NPV)	76,831
Profitability Index (PI)	2.08
Internal Rate of Return (IRR)	45.20%

### 6.3 Sensitivity Analysis

To assess the project's sensitivity to market conditions, a sensitivity analysis was conducted involving six unfavorable scenarios:

- Decrease projected revenues by 5% while keeping other variables constant.
- Decrease projected revenues by 10% while keeping other variables constant.
- Increase operational expenditure by 5% while keeping other variables constant.
- Increase operational expenditure by 10% while keeping other variables constant.
- Increase initial costs by 5% while keeping other variables constant.
- Increase initial costs by 10% while keeping other variables constant.

Table 11: Sensitivity analysis outcomes

Sensitivity Scenario	Net Present Value (NPV)	Profitability Index (PI)	Internal Rate of Return (IRR)
Original case	76,831	2.08	45%
Drop in revenues by 5%	44,203	1.62	33%
Drop in revenues by 10%	11,575	1.16	19%
Increase in OpEx by 5%	69,687	1.96	42%
Increase in OpEx by 10%	62,543	1.86	39%
Increase in initial cost by 5%	73,258	1.98	43%
Increase in initial cost by 10%	69,685	1.89	40%

The sensitivity analysis shows that the project is feasible and not sensitive to unfavorable market conditions. However, the drop in revenues has a more dramatic impact on the project viability than the increase in the OpEx or initial cost by the same magnitude. Therefore, we recommend the investor check and further study the market and the proposed location for the project to ensure that the projected revenues are achievable within the thresholds of the proposed initial cost and operational expenditures.

## 5. Integration with Other Sectors

Jordan's Rural Bike Rentals project has the potential to integrate with several other sectors, enhancing its value proposition and contributing to the overall economic ecosystem. Here are the top four sectors with which this project can integrate:

- 1) **Hospitality and Tour Operators:** The bike rental service can partner with hotels, guesthouses, and travel agencies to offer package deals and seamless booking experiences for tourists. This integration can increase tourist footfall in rural areas, boost occupancy rates for accommodation providers, and enhance the overall tourism experience by providing unique and eco-friendly transportation options.
- 2) **Local Retail and Food Industry:** Collaborate with local shops, restaurants, and cafes to create joint promotional offers and curated biking routes that highlight local cuisine and artisanal products. This can drive more customers to local businesses, support the local economy, and offer tourists an enriched cultural and culinary experience, promoting sustainable and community-focused tourism.
- 3) **Technology and Digital Services:** Utilize digital platforms for booking, GPS-enabled trail maps, and mobile applications that provide information about local attractions, safety tips, and real-time tracking. Enhancing the customer experience through technology can attract tech-savvy travelers, improve operational efficiency, and provide valuable data analytics for business improvement.
- 4) **Environmental and Sustainability Initiatives:** Partner with environmental organizations to promote eco-friendly tourism practices, such as organizing clean-up events, tree planting activities, and promoting conservation efforts. This integration can enhance the brand's reputation as a sustainable business, attract eco-conscious tourists, and contribute positively to environmental conservation efforts, aligning with global sustainability goals.

By integrating with these sectors, Jordan's Rural Bike Rentals can create a more comprehensive and appealing service offering, fostering cross-sectoral benefits and driving sustainable economic growth.

## 6. Entrepreneur Persona

The ideal entrepreneur to lead Jordan's Rural Bike Rentals should embody the following qualities and skills:

**Passion for Outdoor Recreation and Sustainability:** Deep appreciation for nature and commitment to promoting eco-friendly and sustainable tourism practices.

**Strong Business Acumen:** Proven experience in tourism or outdoor industry, with a track record of successful business management.

**Marketing and Sales Skills:** Expertise in promoting services, building brand awareness, and establishing effective partnerships with local businesses and tourism platforms.

**Knowledge of Outdoor Activities and Biking Equipment:** Extensive knowledge of biking equipment, maintenance, and safe biking practices, as well as familiarity with rural landscapes and tourism attractions.

**Community Engagement and Partnership Building:** Ability to build and maintain relationships with local stakeholders, including small businesses, community organizations, and tourism entities.

**Leadership and Team Management:** Strong leadership skills to manage a team, coordinate operations, and inspire employees towards achieving business goals.

**Innovative Mindset and Adaptability:** Ability to adapt to changing market trends, leverage new technologies, and implement innovative solutions to improve services and operations.

**Resilience and Problem-Solving Skills:** Resilience to overcome challenges, including regulatory restrictions and seasonal demand fluctuations, and proactive problem-solving capabilities.

## 7. Stakeholders

The stakeholders for Jordan's Rural Bike Rentals include:

**Local Communities:** Residents in rural areas who will benefit from increased tourism and economic activity.

**Tourists and Customers:** Adventure seekers, eco-conscious travelers, outdoor enthusiasts, families, and tourists seeking unique experiences.

**Local Businesses:** Guesthouses, restaurants, cafes, and shops that can partner with the bike rental service and benefit from increased foot traffic.

**Government and Regulatory Bodies:** Agencies responsible for tourism, environmental protection, and infrastructure development.

**Environmental Organizations:** Groups interested in promoting eco-friendly and sustainable tourism practices.



**Investors and Financial Institutions:** Entities providing funding and financial support for the business.

**Employees and Contractors:** Operations managers, tour coordinators, partnership managers, and other staff involved in day-to-day operations.

**Technology Providers:** Companies offering digital platforms for booking, GPS-enabled trail maps, and other tech services.

**Tourism and Hospitality Industry Partners:** Travel agencies, tour operators, and other entities in the tourism ecosystem.

**Insurance Companies:** Providers offering coverage for adventure tourism activities and equipment.

By engaging these stakeholders, Jordan’s Rural Bike Rentals can ensure comprehensive support, enhance community engagement, and foster a collaborative approach to sustainable tourism.

## 8. Risk Assessment

Risk	Impact	Likelihood	Risk Mitigation Technique
Limited Demand	Limited tourist demand in certain rural areas could affect profitability.	High	Conduct market research to identify high-potential areas; offer diversified and customizable tour packages to attract a broader audience.
Seasonality	Fluctuations in tourist demand due to seasonal variations could affect rental volume and profitability.	High	Diversify offerings to include seasonal-specific experiences; implement targeted marketing strategies to attract different tourist segments throughout the year.
Equipment Maintenance	Challenges in maintaining and servicing bikes in remote locations could lead to operational disruptions.	High	Establish a robust maintenance schedule; partner with local repair shops; keep a stock of essential spare parts and tools.
Regulatory Restrictions	Potential regulatory restrictions for adventure tourism could impact operations and insurance requirements.	Medium	Stay updated on regulatory changes; engage with local authorities and industry bodies; obtain necessary permits and insurance coverage.
Infrastructure Challenges	Poor infrastructure in rural areas may hinder operations and accessibility.	Medium	Plan tours with consideration of local infrastructure; invest in portable and adaptable equipment; collaborate with local authorities to improve infrastructure where possible.

## 9. Conclusion

In conclusion, the project demonstrates promising feasibility indicators based on assumptions formed during the development of this study. Nonetheless, entrepreneurs are advised to conduct additional analysis on projected demand, initial costs, and operational expenses to mitigate potential risks associated with adverse market conditions that could jeopardize its viability.

### **Disclaimer**

The Ministry of Digital Economy and Entrepreneurship (MoDEE) and Istadama Consulting have prepared this report using information supplied by its advisors as well as information available in the public domain.

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

The report does not constitute any form of commitment or recommendation on the part of MoDEE or Istadama Consulting.