

This study aims to highlight the method of designing a business model for an emerging enterprise, and to highlight the topic of the economic feasibility study as one of the important mechanisms in the success of investment projects, so that both are considered the cornerstone of any project. As for the feasibility study, it contains a series of accurate and detailed studies aimed at realizing the image of the investment project on the ground before its launch. To enrich this topic, we decided to drop what came in the theoretical aspect in this field, and therefore we established an institution called Mycofood that is active in the field of oyster mushroom cultivation specifically. The business model includes a study of marketing, financial feasibility and future aspirations of the enterprise under construction..