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| [Company Logo] |
| [Name of Feasibility Study] |
|  Study Completed By: [Author] |
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Contents

[Executive Summary 3](#_Toc255560013)

[Product or Service 3](#_Toc255560014)

[Technology 3](#_Toc255560015)

[Intended Market Environment 3](#_Toc255560016)

[Competition 4](#_Toc255560017)

[Industry 4](#_Toc255560018)

[Business Model 4](#_Toc255560019)

[Marketing and Sales Strategy 4](#_Toc255560020)

[Production / Operating Requirements 4](#_Toc255560021)

[Management and Personnel 4](#_Toc255560022)

[Intellectual Property 5](#_Toc255560023)

[Regulations / Environmental Issues 5](#_Toc255560024)

[Critical Risk Factors 5](#_Toc255560025)

[Start-up Schedule 5](#_Toc255560026)

[Financial Projections 5](#_Toc255560027)

[Capital Requirements and Strategy 5](#_Toc255560028)

[Final Findings and Recommendations 6](#_Toc255560029)

[Information Sources 6](#_Toc255560030)

# Executive Summary

The executive summary is a summary of all key sections of the Feasibility Study and should work as a separate, standalone document. Interested parties will read this section first in conjunction with a glance at the financial section when deciding whether or not they read the rest of the plan. Key points to remember:

* Write the executive summary after the content of the feasibility study are complete
* Although the executive summary is written last, it is presented first
* The executive summary should be no more than one page long.

# Product or Service

* Describe the organizations product or service in simple language. Give product mix if the organization will initially be focusing on more than one product.
* Describe how customers would use and buy the product or service.
* Describe key components or raw materials that will be used in the product, how the organization will source these and how available they are.
* Describe plans to test he product to ensure it works as planned and is sufficiently durable, rugged, secure, etc. (Example: consumer product test, beta test with major company).
* Describe plans to update a product or expand the product line.

# Technology

* As necessary, provide further technical information about the product or service.
* Describe ongoing research and development.
* Keep the descriptions in lay terms and / or explain technical terms enough to be understood by business savvy but not necessarily technical expert readers.

# Intended Market Environment

Target Market:

* Define and describe the target market(s). Distinguish between end users and customers.
* Be clear how end users and customers benefit. How and why would they buy the product or service?
* What is the projected need(s) your product or service will fulfill? How big is the opportunity? What level of actual market demand can be measured versus projected?

For business-to-business markets

* What industry is the target market in, who are the key players, frequency of product purchase, replacement needs versus expansion, purchasing process
* Estimates of market size, initial targeted geographic area, organizations targeted market share.

For business-to-consumer

* Demographic factors, such as income level, age, range, gender, educational level, ethnicity
* Psychographic factors
* Relevant behavioral factors such as frequency of produce purchase and shopping behavior

# Competition

* Describe direct and indirect competition (as it pertains to the target market only)
* For key competitors, give market share, resources, product and market focus, goals, strategies, strengths and weaknesses.
* List all barriers to entry to the market
* Describe what is unique about the organization’s product/service compared to the competition.
* State how difficult it will be far competitors to copy the product /service.
* Describe how competitors will most likely react to the product or service launch.

# Industry

* Clearly define and describe the industry in which the organization operates. Include the size, growth rate and outlook. Define key industry segments and state where the organization fits in.
* Describe supply and demand factors and trends.
* Describe the larger forces that drive the market, (Example: innovation, cultural change, regulation, etc)

# Business Model

* Describe the current or proposed business model and how the business will generate revenue. Provide enough detail to support the financial projections.

# Marketing and Sales Strategy

* Layout the basic marketing and sales strategies
* Discuss any strategic partnership the organization has or is planning to form.
* Describe the distribution strategy.
* Describe pricing strategy and justification
* Quantify the marketing budget for at least one year.

# Production / Operating Requirements

* Describe how and where the organization will manufacture, source or create and deliver the product or service.
* What physical facilities will be required? Will it be owned or leased. Will renovations be required? At what cost?
* Will additional equipment be needed?
* Will any portion of development or production be outsourced?
* Outline relevant contract terms for outsourcing.
* Describe the organizations plans to product priority information and control quality of outsourcing.

# Management and Personnel

* Sketch personnel requirements – now and in the long term.

# Intellectual Property

* Briefly describe patents, copyrights and trademarks obtained in the proves
* If the organization is operating under a licensing agreement or paten assignment. Give the name of the licensor/assignor, describe key terms and give the termination or renewal date.

# Regulations / Environmental Issues

Outline non-economic forces that might affect the prospects of the firm:

* Government regulations
* Environmental problems or property plans to address the problem and the cost.
* Political stability

# Critical Risk Factors

* Describe critical risks (current or future)
	+ Risk assessment
	+ SWOT analysis
	+ PEST Analysis

# Start-up Schedule

* Provide a high level timeline of the major events required for launch
* List deadlines for completion of phases
* List high level milestones

# Financial Projections

Include a narrative highlighting key assumption and sources used for your projections. Include financing needed and funding options. Consider:

* Balance Sheet Projections
* Income Projections
* Cash Flow Projections
* Cost Benefit Analysis
* Break Even Analysis

# Capital Requirements and Strategy

* How much funding will you need?
* What projected revenues or assets required
* What funding is required?
* What funding sources will you use?
* What is the expected ROI

# Final Findings and Recommendations

Recommendation from the feasibility study results should be honest, short and direct. A significant portion of the recommendation should be related o the likelihood of success, projected return on investment and how the identified risks should mitigated. Consolidate your argument based on factual evidence and analysis to help justify your decision in relation to the questions of whether the proposed new product, service or venture is actual viable.

# Information Sources

Identify any pertinent sources of information used in preparing this study.