Basic Feasibility Study

SCOPE

- What is the business opportunity?
- What is the purpose? What are your goals?
- What are the features and benefits?

SWOT ANALYSIS (strengths, weaknesses, opportunities, threats)

- Your business
- Your industry
- Your target market
- Your competition

FINANCIAL FEASIBILITY

- What are your capital requirements?
- Do you need outside funding?
- Why will your idea be profitable?
- When will you reach your break-even point?
- What rate of return do you expect?

FEASIBILITY OF SALES VOLUME

- How, when, and where will you generate revenue?
- How much will it generate?
- Why are these projections realistic?