



Understanding product feasibility  
and business planning



# Why do entrepreneurs need a feasibility study?

- Once you have developed a business concept the next step is to determine the feasibility of that idea.
- By developing a set of questions to ask yourself and others, you can determine if the product or service will appeal to set demographics (target audience).



# What is a feasibility study?

- A feasibility study is the analysis of a problem to determine if it can be solved effectively. It takes into account:

- operational (will it work?),
- economical (costs and benefits)
- technical (can it be built?)

aspects are part of the study. Results of the study determine whether the solution should be implemented.







# Feasibility survey questions and development.



When developing a feasibility survey one must answer the following questions.

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1. What is the actual product or service?
  2. Who are the targeted customers?
  3. What is the benefit of providing your product or service?
  4. How will you get the product to the customers?
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# Form of the Study

- A feasibility study can take on many forms.
  - A simple question and answer performed by you, one-on-one with the customers,
  - or a very lengthy multilevel survey that breaks down the market and customers to be studied.





# What is a business plan?

A business plan is a document that explains your product or service in detail and how you are going to develop and organize your business.

When looking for resource in your community it is the first thing to present to potential investors.





# Key component of a business plan.



There are many items which should be included in a business plan.

The most commonly accepted components are:

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1. Executive Summary – a brief summary that covers key parts of plan.
  2. Product or Service – in this section you clearly define your product or service.
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# Key component of a business plan.

3. Management team – in this section you describe qualification of you and other partners or advisory board that will be making business decisions.
4. Industry and market analysis – in this section you explain the results of your feasibility study. Go into detail of how it was developed and where it was preformed.
5. Operation – this section should cover the how-to of the business. Things covered should be production, packaging and delivery.





# Key component of a business plan.

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6. Market plan- this is the section where you explain how you are going to get the product or service to the customers.
  7. Financial – Cash flows are usually included in this section. Here you explain the financial prediction for the business.
  8. Growth – this should be the final section that explains the possibilities of growth of the business and future expansion.
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# Review

1. What is a feasibility study?
2. What are some feasibility survey questions?
3. What is a business plan?
4. List the key component of a business plan.

