

Feasibility Study

Tick when completed

- Do we have a ‘Unique Selling Point’ (USP)
- Will the target market buy our product / service and in what quantities?
- How much will our customers pay for the product / service?
- Can we find local suppliers that will work with us?
- Can our suppliers produce in small batches at a reasonable cost?
- Can our suppliers fill our production order on time?
- Can we make a profit from making and selling this product / service?
- Do we have enough start-up capital to begin production?
- Do we have any competitors in the market? Who are they?
- IP Considerations – company names, product names, TM, patents, ©
- Do we have the contacts, skills, experience and money to move forward with this idea & if not where can we get it?