



Planning a new venture – Feasibility study

Feasibility Study (2)

Your feasibility study will be developed using the following three sections:

1. Management
2. Market
3. Money

2. Market

Insert your summary comments drawn from previous worksheets, as indicated below:

2.	FEASIBILITY SUMMARY – MARKET
5.1	<u>Opportunities and threats of chosen market place</u>
4.3, 4.4, 4.6, 5.2	<u>Who is the intended customer and what is your competitive edge?</u>

5.3	What are the competitive threats?
-----	-----------------------------------