

# Feasibility Study to Launch a New Generation Laptop



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# Company Details

## MJK Group

MJK Group is a countrywide high-tech company in China focusing on the improvement, manufacturing, and sales of educational electronic products, including studying pens, laptops, tablets, etc. Our products are exported to Europe, the USA, and other countries, providing high-quality products and excellent services for many international and domestic well-known manufacturers. Our company has been paying attention to the advanced technology in the domestic and foreign education electronics industry for more than 10 years.



# Launching STUDI



For students, a laptop is as essential as textbooks or an institute ID, not only just for taking notes and doing remote class but also to handle their extracurricular activities and keep up with social networks, posting photos, gaming, and video chatting. Analysing all these needs for students, this new year we are going to launch a highly portable and budget-friendly laptop named STUDI.



# Feasibility Study



## Assessment

Our project Management team is going to do an initial investigation of our proposed plan of launching the new laptop STUDI in order to assess our company's ability to carry out such a project. This analysis is referred to as the Feasibility study of our project.



## Resource Efficiency

The team will check whether our company has the required tools, technology, efficient workforce, and necessary resources or not



## Potential for Success

The feasibility study is also aware of the inherited risks in the project and determines whether the project is able to generate sufficient returns (ROI) as expected and makes decisions about whether or not to move forward with it.

# Why need a feasibility study?

provides a clear picture of budgetary, scheduling, or logistical strengths.

Improves the focus within the team members

Enhances the success rate of the project

plays an important role for decision-makers to make wise decisions

Helps to determine if the project is viable and whether it should be pursued

# Types of Feasibility Study



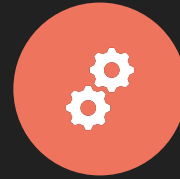
TECHNICAL  
FEASIBILITY



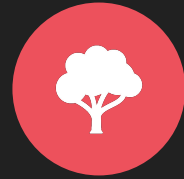
ECONOMIC  
FEASIBILITY



LEGAL  
FEASIBILITY



OPERATIONAL  
FEASIBILITY



SAFETY AND  
ENVIRONMENTAL  
FEASIBILITY



# Technical Feasibility

1). Identification of Critical technical specification comprising: -

- The design of the laptop should be functional for specified usage.
- The product should be adaptable to new customers.
- The product should be durable in the on-going market.
- The product should be reliable according to its performance.
- Safety measures should be followed .
- Reasonable utility should be taken care of. (acceptable level of obsolescence)
- Standardization of the product should be done (elimination of unnecessary variety)



# Technical Feasibility

2). Examination of product-quality-cost relationship.

- Trade-off between technical excellence and associated cost will be decided.
- Entrepreneur should avoid unnecessary gold plating when the market situation doesn't justify it.



# Technical Feasibility

## 3). Product Testing

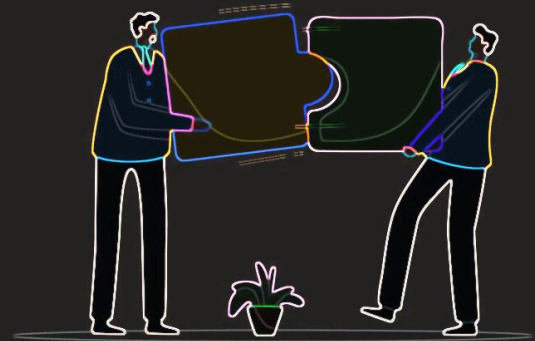
Engineering studies related to machinery, tools, instruments, software, workflow etc.

Product development through blueprint, prototypes, models etc.

Product testing through rigorous scrutiny tests & quality check.

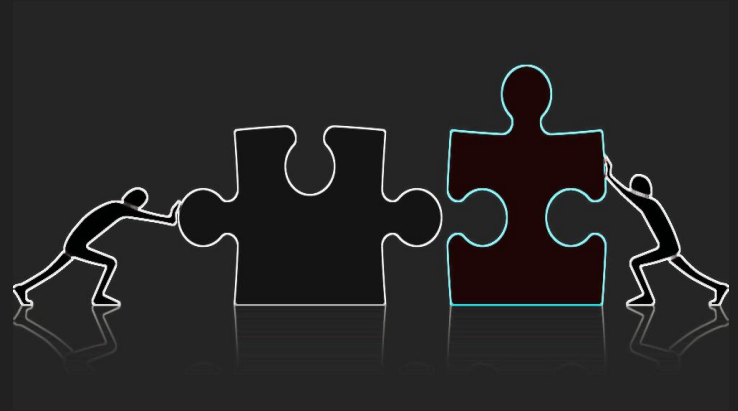
# Operational Feasibility

- Operational feasibility is dependent on human resources.
- Training should be conducted in order to approach new functions.
- Orientational focuses is necessary to keep a track of customers.



# Operational Feasibility

- Impact on Cost.
- Impact on Schedule.
- Probably the most difficult feasibility to gauge.



# Economic Feasibility

- To determine if our project will be profitable or not, a cost-benefit analysis will be implemented.
- Cost-benefit analysis includes:
  - Market analysis (where company will sell its product ? The target group is students)
  - Cost of development technology (capital expenditure and other funds required to construct and develop the laptops)
  - Economic & Strategic analysis
- Overall, the company is aimed to have less expenses on development of technology and to outsource more various spare parts.

# Legal Feasibility

- Company will be based both on Aruba's & Chinese legislation and regulation since product will be made in China. However, company will be Aruba registered.
- The study of legislation such as Copyright, Data protection and Patents act is needed in order to fulfill the requirements.
- The place of registration will be selected (commercial registration., industrial registration, factory permits etc. )

# Safety Environment Feasibility

- The production of the company as well as manufacturing facilities should avoid pollution according to the Chinese law.
- The production & assembly shouldn't lead to Environment Degradation according to the Chinese law.
- Analyze the impact of project for the environment.
- Due to increasing demand for 'eco-friendly' products, company will focus on producing environmentally sustainable laptops.



Now, We are ready to move to  
our next step of launching our  
new Laptop STUDI.



Wish us good luck



Thank You