**Feasibility study for a tourist company**

**Technical Feasibility**

The website is feasible technically, although there is some risk.

* The difficulty of dealing with the site
* Lack of required marketing
* The site does not attract users
* Non-availability of the required flight
* Taking into account the provision of the necessary requirements for the location of the (servers and the speed of their response to the user etc .....)

**Economic Feasibility**

A cost–benefit analysis was performed. Conservative estimates show that the website has a good chance of significantly enhancing the company’s bottom line.

**The tangible Costs and Benefits:**

* Fg
* Hgj
* Fg
* Df

**The intangible Costs and Benefits:**

* Improved customer satisfaction.
* Enhanced competitive position through expansion of our brand.

**Organizational Feasibility**

From an organizational perspective, this project has medium risk, but can possible. The managers of the company have a strong interest in the project.

You should offer many payment methods and make it easier for you to deal with a website with customer service to find out their applications and help.

|  |
| --- |
| 2012 2013 2014 2015 Total |
| Beneﬁts |
| * Increased sales from purchase tickets online 900,000 936,000 964,080 2,800,080 |
| * Increased sales from customer subscriptions 800,000 832,000 1,081,600 2,271,600 |
| Total Beneﬁts 1,700,000 1,768,000 2,045,680 5,513,680 |
| Present Value Total Beneﬁts 1,603,774 1,573,514 1,717,592 4,894,880 |
| Development Costs |
| * Labor: Analysis and design 50,000 0 0 0 50,000 |
| * Labor: Implementation 100,000 0 0 0 100,000 |
| * Consultant fees 70,000 0 0 0 70,000 |
| * Development training 9,000 0 0 0 9,000 |
| * Office space and equipment 5,000 0 0 0 5,000 |
| * In-store kiosks 23,000 0 0 0 23,000 |
| * Software 15,000 0 0 0 15,000 |
| * Hardware 28,000 0 0 0 28,000 |
| Total Development Costs 300,000 0 0 0 300,000 |
| Operational Costs Labor |
| * Webmaster 80,000 82,400 84,872 247,272 |
| * Labor: Network technician 55,000 57,500 60,200 172,700 |
| * Labor: Computer operations 65,000 67,400 70,100 202,500 |
| * Labor: Business manager 70,000 72,300 75,200 217,500 |
| * Labor: Assistant manager 40,000 42,000 45,000 127,000 |
| * Labor: Three staff 80,000 82,500 85,400 247,900 |
| * Software upgrades 1,500 1,500 1,500 4,500 |
| * Software licenses 2,500 1,500 1,500 5,500 |
| * Hardware upgrades 7,000 2,500 2,500 12,000 |
| * User training 4,000 1,500 1,500 7,000 |
| * Additional ISP charges 16,000 18,000 19,500 53,500 |
| * Communications charges 30,000 30,000 30,000 90,000 |
| * Marketing expenses 20,000 20,000 20,000 60,000 |
| Total Operational Costs 471,000 479,100 497,272 1,447,372 |
| Total Costs 300,000 471,000 479,100 497,272 1,747,372 |
| Total Beneﬁts - Total Costs (300,000) 1,229,000 1,288,900 1,548,408 3,766,308 |
| Cumulative Net Cash Flow (300,000) 929,000 2,217,900 3,766,308 |
| Present Value Total Costs 300,000 444,340 426,397 417,519 1,588,256 |
| Return on Investment (ROI) 216% (3,766,308/1,747,372) |
| Break-Even Point 0.24 years (costs are fully recovered in the ﬁrst year. |
| [1,229,000 - 929,500]/1,229,000) |
| NPV (PV Total Beneﬁts - PV Total Costs) 3,306,624 (4,894,880 -1,588,256) |
| Intangible Beneﬁts Improved customer satisfaction Enhanced market position |