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(AUTONOMOUS)

# ADAM AUTOMOTIVE

20INMCA509 - Mini Project 2

Scrum Master

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# Feasibility Study

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A feasibility study is an evaluation of a proposed project or system to determine whether it is technically and economically feasible. The purpose of a feasibility study for an Organization is to determine if the proposed system will meet the needs of the target users and if it can be successfully implemented within the available resources and constraints. The study will consider various factors such as

- Technical feasibility.
- Financial feasibility.
- Operational feasibility.

Overall, the feasibility study for an Organization will provide valuable information and insights on the viability of the proposed system, and will help determine whether it is worth pursuing

## 1) Economic feasibility

Adam Automotive can be economically feasible for a few reasons:

- Increased Market Reach: An online showroom allows for a wider customer base, as customers can browse and purchase vehicles from anywhere with an internet connection.
- Lower Marketing Costs: Marketing efforts for an online showroom can be less expensive than traditional advertising methods, as the business can take advantage of digital marketing strategies such as search engine optimization and social media advertising.

- **Better Inventory Management:** With an online showroom, businesses can easily track inventory levels, update pricing information, and manage vehicle listings in real-time, leading to a more efficient and cost-effective operation.
- **Improved Customer Experience:** An online showroom can provide customers with a more convenient and user-friendly experience, which can result in increased customer satisfaction and repeat business.

These factors, when combined, can lead to a more cost-effective and profitable operation, making an online used car showroom economically feasible.

## 2) Operational feasibility

Adam Automotive is operationally feasible because:

- **Convenient for Customers:** It provides customers with the convenience of browsing and purchasing used cars from the comfort of their own homes, without the need to physically visit a car dealership.
- **Automated Processes:** The platform can be designed with automated processes, such as online payments, that make transactions more efficient and less time-consuming.
- **Improved Customer Experience:** With a user-friendly interface, detailed vehicle information, and the option to schedule a test drive or service appointment, the online showroom can provide a better customer experience compared to traditional brick-and-mortar showrooms.



- Increased Reach: An online showroom has the potential to reach a wider audience as it is accessible from anywhere with an internet connection

### 3) Technical feasibility

Adam Automotive is technically feasible because:

- Availability of technology: With the widespread use of the internet, it's now possible to create a fully functional and dynamic website for an online used car showroom.
- User-friendly interface: A user-friendly interface is important for creating a seamless and enjoyable user experience. This can be achieved through a well-designed website that makes it easy for users to search for vehicles, view detailed information, and compare vehicles.
- Secure payment options: Online payment options are crucial for the success of an online used car showroom. Advanced security measures can be implemented to ensure that online transactions are secure.
- Database management: A powerful database management system can store and manage large amounts of data related to vehicles, customers, and transactions
- Scalability: The technology used to build an online used car showroom should be scalable to accommodate growth and changes in customer demand.

All these factors demonstrate that it is technically feasible to build an online used car showroom.