

Economic Feasibility: Conduct a cost benefit analysis to get a deeper understanding of the costs and benefits associated with this project. Make sure to list any intangible cost or benefit at the bottom of your cost benefit analysis. Describe how you identify each cost and benefit item on your cost benefit analysis. Draw a break-even point diagram. (8 points)

Tangible benefits:

- **Increased sales:** . For 2025-2026, we expect that their sales will grow 5% from the previous year and in the last 2 years, their sales will grow 10% from the previous year.
- Reduction in customer complaint calls: when we put their products' photos and information on the website, the customers do not need to call them to ask about their products or information about their details
- Cost reduction and avoidance: the website is a good method for them to introduce their products to the customers instead of using the traditional marketing method. Also, when we put their products' photos and information on the website, they might not need to rent additional space to display their products. This helps reduce some costs for them.(Market stall fee \$252 Farmer's Market current rate for booth given her documents)

Development costs:

- Laptop, and domain name: we got this number from Godaddy and the plan she had mentioned to us/yearly \$220 for GD, and about \$1000 for her computer/laptop <https://www.godaddy.com/websites/website-builder/plans-and-pricing>
- Development labor: we got this number from our project plan in MS Project (Schedule Feasibility)

Operational costs:

- Hardware and software upgrades: this cost is for the Square Terminal, Software that they use to take transactions/updates <https://squareup.com/us/en/point-of-sale/restaurants/pricing>
- WordPress Template: This is the template that we will use to build the website. We chose the yearly plan that cost \$540 yearly <https://wordpress.com/pricing/>
- Incremental data storage expenses: We expect that in the first three years, the client might need around 10TB data storage and in the last two years, they might need around 20TB data storage. We got this price from AWS S3. <https://aws.amazon.com/s3/pricing/?nc=sn&loc=4>.
- Operational cost: this is the cost used to pay for the people who will maintain and upgrade the website/ work the kiosk(Based on the numbers given to us by her)

Intangible benefits:

- Brand Reputation: Consider the positive impact on brand reputation and credibility
- Customer Perception: Factor in how a well-designed website might enhance the perception of your business among customers.

Intangible costs:

- Learning Curve: Consider the time and effort required to learn how to manage and update the website.
- Potential Technical Issues: Factor in the stress and frustration associated with dealing with technical issues or downtime.