# Feasibility report task guidance (30% of total available module marks)

## Intended purpose

* A scenario based feasibility analysis and report as a means of module assessment was chosen for several of reasons:
  + it provides a relevant and creative vehicle for you to demonstrate your engagement and understanding of the commercialisation process.
  + the inherently inter-connected nature of the various components aspects of a feasibility analysis provide a broadly encompassing means of introducing key aspects of the commercialisation process.
  + the real learning value lies in the *process* and *experience* of compiling the feasibility report which ties into a validated conclusion, rather than the overall conclusion itself.
  + the simulated problem-based commercialisation scenario provides an engaging backdrop for eliciting (and evidencing) a range of practical learning outcomes and enterprise/employability skills. Key among these:
    - innovative approaches used in problem solving associated with the component feasibility tasks.
    - initiative required in justified decision making within company teams as part of the scenario development.

## Guidance

* This is a group authored report – teams will be responsible for distributing workload effectively and agreeably.
  + You will be reviewing how well your team addressed the process of compiling the feasibility report *and* the performance of your fellow team members as part of your peer assessment towards the end of the module.
* Formative feedback addressing either the component feasibility tasks/documents or the feasibility report as a whole will be available throughout the module.
* It is suggested you carry out preliminary research into key areas of your feasibility report *ahead* of the allotted class time. The inter-related nature of the component aspects of a feasibility study means that findings in one area will have direct influence on another.
  + For example, regulatory restrictions *may* influence potential customer markets and perhaps overall product feasibility.
* It will be often useful to cross reference within your report since information will be relevant in more than one place. Doing so demonstrates your understanding of the inter-related nature of a feasibility study and an awareness of the multifaceted strategic value of information. Use the shorthand notation *cf.* to indicate a cross reference.
* The sections, sub-sections and questions provided in the feasibility template are *only* recommended areas to address. You are free to add or remove content as you see fit – consult a staff member if you require advice or clarification.
* Be creative where necessary, **make informed assumptions**, use your imagination and initiative when required (e.g. financial planning figures). Just ensure you state assumptions upfront and critically analyse, justify and address the implications for what you present. Consult with staff members if you are unsure.
* If relevant, use visual aids to communicate and compare information (e.g. diagrams, tables, graphs, charts).

## Research, quotation and referencing

* Carry out adequate research in order to gain a better picture of the purpose and structure of feasibility studies, their component parts and the content you write.
* Consider carrying out both primary and secondary research. Keep a record of consulted sources.
* Primary research is first hand research you have designed, collected and analysed yourself. It may involve:
  + personal communications with individuals (letters, emails, interviews)
  + surveys (quantitative or qualitative questionnaires)
  + focus groups
  + observations
* Reference your sources *as you see fit* within your feasibility content. It is suggested you use footnotes to retain a professional formatting that does not interfere with the core content excessively.
* However do not use the direct words of others without attributing them.
* Ensure you list primary as well as secondary sources used in the sources consulted section of the feasibility study.

## Further sources

The following provide useful overviews regarding the objectives and methods of compiling a feasibility analysis report:

Royal Society of Chemistry. (2012). Business Skills - Feasibility Resource Video [Online]. Available at: http://www.youtube.com/watch?feature=player\_embedded&v=eEnPp-6iMU4 [Accessed: 27 November 2012].

Thompson, A. (2005). Business feasibility study outline. [Online]. Available at: http://bestentrepreneur.murdoch.edu.au/Business\_Feasibility\_Study\_Outline.pdf [Accessed: 27 November 2012].

Barrow, C., Barrow, P. and Brown, R. (2008). The Business Plan Workbook. London: KoganPage.