# Feasibility report task guidance

## Intended purpose

* A scenario based feasibility analysis and report as a means of module assessment was chosen for several of reasons:
  + It provides a vehicle for you to demonstrate your engagement and understanding of opportunities presented by existing mathematical problems.
  + It will provide you with feedback as to the feasibility and relevance of your overall project.
  + It will allow you to prove an understanding of current work in your chosen area (through market research and a literature survey)

## Guidance

* This is a group authored report – teams will be responsible for distributing workload effectively and agreeably.
* There are three sections to your feasibility report:
  + Problem/opportunity description
    - Discuss the problem your group is going to tackle using programming;
  + Solution/product description
    - Discuss briefly how your product will tackle the problem (timeline for completion etc…)
  + Literature review and market research
    - Present a brief review of the literature.

## 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.