

Marmara University
Engineering Faculty
Department of Computer Engineering

ECON 2004.2 TERM PROJECT

FEASIBILITY STUDY FOR THE ALLEGRO “Gaming Chair”
FINDING COMPANY FORMATION BUDGET AND CASH FLOW FORECAST

Istanbul/2020

VIDEO GAMING CHAIR

IMMERSIVE GAMING VIBRATION EXPERIENCE

AUDIO FORCE
MODULATION
TECHNOLOGY

2 SPEAKERS
4" SUBWOOFER

CONNECTS WITH
MULTIPLE CHAIRS

ERGONOMIC DESIGN
LUMBAR & NECK
SUPPORT

FOLDABLE



FRONT VIEW

TILT AND SWIVEL
SUPPORTIVE BASE



Product : XRocker Leather Gaming Chair

Amazon

Link : https://www.amazon.com/Ace-Bayou-5127401-Pedestal-3006NZGN0W/ref=sr_1_5?dchild=1&keywords=gaming+chair&qid=1590820433&sr=8-5

Pricing Price and Amount :

100 pcs _ 16000 USD 1.200.000 TL (1 \$ = 7 TL)

There are not many gaming chairs in turkey for in gaming market and i believe gaming chair like this can be sold easily also people who work in companies. Because people are sitting in their chair so long and it has to be comfortable for the long hours sitting in front of computers.

Main customers will be gamers first but other then that we are thinking we can sell this to people who started to work from home because of coronavirus.

We think that we can sell them on low price so that people don't have to buy the expensive stuff that out there online . Our job work is gonna be so simple we don't need office or something we just need a storage to put all the chair there and using cargo companies.

Selling Channels: Local Distributors, Social Media, E-Commerce Sites.

Investment Cost

Investment and Related Cost	5.000
Transportation Cost	2.000

TOTAL INVESTMENT COST 7.000

Fixed Cost

Monthly Rent	3.000
Importing Tax Duties	500
Advertising	500

TOTAL MONTHLY FIXED COST 6.000

TOTAL YEARLY FIXED COST 72.000

Variable Cost

Cost of Goods Sold	120.000
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Variable Cost 120.000

Project Cost TC+IC 127.000

Amount sold 1.00

Per Chair 1.120

-IC

X Q

Expected Yearly

15.000

142.000TL Yearly

I sales price : TR/Q

Price Per Chair 1.420TL

[illegible]

end											
ut	131.000	9.554	9.554	9.554	9.554	9.554	9.554	9.554	9.554	9.554	9.554
e	9.000	16.326	28.652	40.978	53.304	65.630	77.956	90.282	102.608	114.934	127.260