**Feasibility Analysis**

**Label Printing and Barcode Generator**

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**Product**

This software will be able to generate labels and barcode for industries like Textile industry, Fresh Food Industry, Footwear Companies and Examination systems. User can create labels according to their needs and can also customise them according to their choice.

**Technical Feasibility**

The software is portable i.e it can be used on laptops, phones and tablets. We will be using various windows compatible tools like Visual Studio and Microsoft Blend, Photoshop and languages like XAML, C# and SQL Lite for database.

**Social Feasibility**

The software will make the designing and printing of labels easier for the companies. It will save their time, cost and expenditure on buying software related to this. The customer will be able to customise their labels according to their choice.

**Economic Feasibility**

This software will help the company as after using this software there will be no need of a designer for only designing and printing purpose. This will be only onetime investment by the company as they have to buy a windows 10 based computer/tablet/phone and a printer which will be useful for the company in various other tasks.

**Market Research**

Based on research done on various textile firms, food industry, footwear companies and Examination Systems, we concluded the following:

* Labels are used in textile industry to give information about the product to customer as well as seller for pricing, type of cloth, maintenance.
* Footwear companies need to show the different foot size, price making this software a very helpful tool for them.
* Fresh Food industry need to use labels for displaying the price, expiry date of the product. According to some laws they have to show the ingredients, their percentage used in the product and expiry date. So this software will meet all their requirements in some clicks only.
* Examination systems nowadays use barcode system to hide the identity of the student. Large number of students appear every year for many exams, hence barcode generator is a useful software for the colleges.

Many other softwares that offer similar services are very costly and charge the user just for downloading. We will provide the software and its basic features for free.

**Alternatives**

The companies can also place orders for making labels but it will cost them a lot. Also if there will be any errors then it will be a time consuming process and can lead to delay in their orders. Other possibility is that they can make them manually by using Microsoft Word but again it is very time consuming and this task has to be assigned to a particular person which will not be economic for the company.