Feasibility Analysis

**Label Printing and Barcode Generator**

## Priyanshu Bhatnagar

# **Outline Description**

Label Printing & Barcode Generator is a software which generates Labels of different sizes, in terms of rows and columns. You can add images and barcodes which makes this software versatile. It will be covering four main industries which commonly uses Labels.

# **Technical Feasibility**

This software is built on Universal Windows Platform which supports Windows 10 and above. This software will be targeting multiple devices like laptops/Desktop, mobile phone and tablets running Windows 10 OS. Printing, Barcode will be developed using APIs provided by Windows.

# **Social Feasibility**

The software will make it feasible for the companies who require labels for their products. The companies though not much but still have expenditures of Generating Labels and printing them. This open source software will save their cost and expenditure on buying software related to this. The customers will be able to make changes according to their needs and this will become more easy because of maximum features and simple UI.

# **Economic Feasibility**

This software will be free of cost which makes it most feasible to use. Moreover, it saves time and other cost like hiring a computer operator for designing labels provided in a fully loaded software which gives this functionality as an add-on. This application is an easy and exclusive tool for making labels. Since it supports multiple devices you may not need to buy a computer, it can work on your mobile also.

# **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 software 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.