**Feasibility Analysis**

**Label Maker and Barcode Generator**

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**Product**

The proposed software will make labels and generate barcodes according to the industrial requirements of textile companies, fresh food product producers, examination systems and footwear companies. The user can customise the label according to his needs.

**Technical Feasibility**

The software is technically feasible to build and use on the Windows 10 Universal Platform. It is easy to use software and app on the laptop, tablets and phones.

For building the software, we will be using various Microsoft Windows compatible tools like Visual Studio, XAML,etc.

**Social Feasibility**

The software will make it easier for the companies to design and print their own labels. They will not need to hire designers or go to special printers every time they need labels. But the workforce will have to be trained to use the software appropriately and efficiently.

**Economic Feasibility**

This software will be helpful in reducing the cost of the company by removing the need to hire a special designer and printer for printing labels.

The only cost the company will have to bear is the initial cost of getting a Microsoft Windows 10 based computer/tablet/phone and a printer, however, these tools are needed for other requirements of the company, so they won’t be a strain on the financial resources of a company.

**Market Research**

With consultation from Advanced Softwares, a software designing firm from Surat and market research done on several textile firms, fresh food producers, Gujarat Technical University Examination System and footwear companies, we concluded the following:

* Labels are used extensively in the textile industries to give information about the cloth to both the seller and buyer for proper pricing, care and maintenance.
* Fresh food producers need to use labels for all their products to display prices, expiry dates, ingredients and indicate the type of food (vegetarian/non-vegetarian). They are legally bound to do so. And a software that helps them design, customise and print labels on their own is helpful in reducing costs.
* Footwear companies need labels to differentiate between the sizes and pricing for all their products, hence making a label making software a very useful tool.
* Examination systems use barcodes to hide the identity of the student on an answer sheet. Hence, with the amount of exams being conducted every year and with the large number of students appearing, the barcode generator is a useful software for the colleges.

The number of softwares that offer similar services are foreign companies and charge the users just for downloading the software. We will be providing the software and its basic features for free and will charge only for premium features.

**Alternatives**

The companies can place orders for labels to printers but there are delays in deliveries, misprints, etc which take time in correction. Our software gives the easy option of designing and printing your own label and generating barcode right in your own premises, whenever you need.