Feasibility Analysis

**Label Printing and Barcode Generator**

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# **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**

This software will make user experience more convenient as it runs on mobile phones, tablets and laptop/desktops. Users doesn’t need to spend time for hiring a designer or computer operator. It is free hence there is no barrier of cost. This software aims to minimize the user work hence it will deal with wireless printing which makes it more user friendly.

# **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**

Advanced Software, a software retail firm from Surat under whom we are working. We have done a market research on several textile firms, fresh food whole sellers, Gujarat Technical University Examination System and footwear manufacturers, we found that Labels are used commonly in the textile industries to give information about the material to both the seller and buyer for proper pricing. Fresh food whole sellers need to use labels for all their products to display cost, expiry, ingredients and sign of type of food (veg/non-veg) because they are legally bound to do so. And a software which helps them in designing, customising and printing labels on their own is helpful in reducing costs. Footwear manufacturers/companies need labels to differentiate between the cost and size for their products, therefore making software a very useful tool. Examination systems in Universities/School and colleges use barcodes to hide the identity of the student on an answer sheet. The amount of examinations conducted every year and with the large number of students appearing, the barcode generator is a useful software for the Educational Institutes.

# **Alternatives**

Users can place orders for printing labels which is costlier or else to purchase a fully loaded software to do so. Our software provides multi device support and within few taps/clicks Labels can be printed wirelessly and most importantly it is free to use.