**Feasibility Study**

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| Executive Summary |
| [Use this section to introduce the project and provide a broad stroke picture of what it intends to do and what it plans to achieve. Include an overview of the sources you used to support your conclusions.]  [Download our free Executive Summary Template for Word](https://www.projectmanager.com/templates/executive-summary-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=feasibility-study&utm_content=&utm_detail=&utm_term=none) |
| Description of Product/Service |
| [Here you’ll want to assess the appeal of the product or service being proposed. Analyze its desirability and demand.] |
| Technical Considerations |
| [Show how the product or service will be delivered to customers, such as the materials used, labor involved, transportation from where the business is located—all the technology that will bring this project together.] |
| Product/Service Marketplace |
| [Research the target market for the product or service, such as its depth and condition and whether there’s enough demand for the product or service to make the project viable. Include key competitors.] |
| Marketing Strategy |
| [If the marketplace can support the product or service, explain how to reach the target audience and what means will be used, from email to billboards, direct mail to mainstream advertising.]  [Download our free Marketing Plan Template for Excel](https://www.projectmanager.com/templates/marketing-plan-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=feasibility-study&utm_content=&utm_detail=&utm_term=none) |
| Organization/Staffing |
| [Review the current staffing options in the organization and determine if it is sufficient or requires additional hiring to carry out the project. This might involve restructuring.] |
| Schedule |
| [Estimate the time necessary to complete the project, including any constraints such as technical, budget, resources, etc.]  [Download our free Project Timeline Template for Excel](https://www.projectmanager.com/templates/project-timeline-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=feasibility-study&utm_content=&utm_detail=&utm_term=none) |
| Financial Projections |
| [Make a financial forecast using historical data, expert opinion and any other research to project future financial trends for the marketplace and the investment to deliver the project.]  [Download our free Project Estimate Template for Excel](https://www.projectmanager.com/templates/project-estimate-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=feasibility-study&utm_content=&utm_detail=&utm_term=none) |
| Findings and Recommendations |
| [This section draws a conclusion from the previous sections and formulates what are the next steps.] |