

# the feasibility study

AND WHAT'S IN THE REPORT

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## |S|W|O|T| 2.0

Industry Trends

Top Competitor's Advantages & Disadvantages

Technological Components:  
Assets & Capabilities

Extensive Legal Requirements & Legal  
Protection Guide

Market Survey & Consumer Results

## start-up biz dev

Capital Requirements for Entry

Tech Operations Requirements

Entrepreneurship Best Practices

Recommendations for Marketing Strategies

Final Recommendations

Pros & Cons of Moving Forward with App Dev

### Recommended Books

The Automatic Seller by John Willow  
Built to Sell by John Willow

### Ask About

Management & Admin Portals