**Ba 260: In Class Activity 3**

**Feasibility Analysis**

**Idea 1**

Summary of Idea:

Part 1: Product Service Feasibility

Part 2: Industry and Target Market Feasibility

Part 3: Organizational Feasibility

Part 4: Financial Feasibility

**Idea 2**

Summary of Idea:

Part 1: Product Service Feasibility

Part 2: Industry and Target Market Feasibility

Part 3: Organizational Feasibility

Part 4: Financial Feasibility

**Idea 3**

Summary of Idea:

Part 1: Product Service Feasibility

Part 2: Industry and Target Market Feasibility

Part 3: Organizational Feasibility

Part 4: Financial Feasibility

**Part 1: Product Service Feasibility**

Purpose

* Is an assessment of the overall appeal of the product or service being proposed.
* Before a prospective firm rushes a new product or service into development, it should be sure that the product or service is what prospective customers want.

**Part 2: Industry and Target Market Feasibility**

Purpose

* Is an assessment of the overall appeal of the industry and the target market for the proposed business.
* An industry is a group of firms producing a similar product or service.
* A firm’s target market is the limited portion of the industry it plans to go after.

**Part 3: Organizational Feasibility**

Purpose

* Is conducted to determine whether a proposed business has sufficient management expertise, organizational competence, and resources to successfully launch a business.
* Focuses on non-financial resources.

**Part 4: Financial Feasibility**

Purpose

* Is the final component of a comprehensive feasibility analysis.
* What cash resources do we need