

MARKETABILITY ASSESSMENT TOOL

The market feasibility study evaluates the anticipated performance of the project's deliverables within the market. This part of the report includes a thorough market analysis, a breakdown of market competition, and sales projections. This tool outlines the key aspects and considerations necessary for evaluating the potential marketability of a project, at hand.

Document Information	
Document Title:	
Proponent/s:	
College/Department:	

Instruction: Assess if the document complies with the specified descriptors/criteria. Please write your comments and/or suggestions/recommendations in the last column to improve the document under review.

Evaluation Rating (2 – more than adequate, 1 – adequate, 0 – lacking)

Components	Bases	Descriptors/ Criteria	Evaluation Rating	Comments/ Areas for Improvement
1. Market Demand (30%)	Market study	Is there a substantial market size for the program?		
		Is the potential market growing?		
		Are current trends favorable for the program?		
2. Target Student (30%)	Student Survey	Are the target student clearly identified?		
		Does the program meet the needs of the target student?		
		Can the target students be effectively reached through marketing channels		
3. Competitor Analysis (30%)	Comparative Study	Are key competitors identified and analyzed?		
		Does the program at CSU has a clear competitive advantage?		
		Are potential barriers with competitors identified?		
4. Marketing and Branding Strategy (10%)	Marketing Strategies	Is there a well-defined marketing strategy for the program?		

The program should obtain a GWA of 1.0 or above to pass the Evaluation

Calculation: Component 1 Total Score ____ /3 X 0.3 = ____
 Component 2 Total Score ____ /3 X 0.3 = ____
 Component 3 Total Score ____ /3 X 0.3 = ____
 Component 4 Total Score ____ /2 X 0.1 = ____

GWA = ____
Overall Evaluation: ____ Passed ____ Failed

Evaluated:	Checked by:	Noted by:	Conforme:
<u>(NAME)</u>	<u>(NAME)</u>	<u>(NAME)</u>	<u>(NAME)</u>
Chair, Financial Feasibility	Chair, Evaluation Committee	Director, OCID	Proponent
Date:_____	Date: _____	Date: _____	Date: _____