

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:

(NAME)
Chair, Financial Feasibility
Date: _____

Checked by:

(NAME)
Chair, Evaluation Committee
Date: _____

Noted by:

(NAME)
Director, OCID
Date: _____

Conforme:

(NAME)
Proponent
Date: _____

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