

**Feasibility Study of
NY Associates Portal**

2010-2011

Software Engineering With Project Management
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INTRODUCTION

In this particular assignment we have made a general column of the service that we are going to sell in a company. This "service" is going to be a website , advertising computers , hardware and software that costumers will be able to buy, in other words an e-shop .People will be able to view the products , search for new , and inform about the existing ones. What we wanted to consider is that the website will refer to a broad range of costumers. Those who are ready to buy something , those who want to search and then buy it etc or those who just want to get informed .That's why it will contain a forum , an advanced research and other properties that we will mention later on .

This brief description is called Feasibility Study .Therefore a business feasibility study is an active way to safeguard against wastage of further investment or resources. If a project is seen to be feasible from the results of the study, the next logical step is to proceed with the full Business Plan, as it is mentioned in http://bestentrepreneur.murdoch.edu.au/Business_Feasibility_Study_Outline.pdf by Gofton 1997 ; Bickerdyke et al.2000 . Our main purpose is to give to the costumer and to the company a nice environment where the consumers would be able to find the products they want in a very easy way. Having a helpful website will bring economical and reputation growth to the company. People will be able to view and buy the product they want from their home without having to go to the shop.