|  |
| --- |
|  |
| Feasibility Study |
| Green Leisure Garden Centre Website |
|  |
|  |
|  |

|  |
| --- |
| Within this document is the feasibility study for the Green Leisure Garden Centre website. This aims to analyse how successfully the project can be completed, and what factors may improve or prevent this. |

**Contents**

[Introduction & Background 2](#_Toc514758014)

[Market & Financial Feasibility 2](#_Toc514758015)

[Market 2](#_Toc514758016)

[Financial 3](#_Toc514758017)

[Technical Feasibility 3](#_Toc514758018)

[Organisational Feasibility 4](#_Toc514758019)

# Introduction & Background

This feasibility study aims to determine all of the relevant factors which will allow the project of building the website to be successful. Problems which may arise will be identified, along with solutions which could be used to alleviate them to allow the project to further progress. Essentially, this study seeks to actuate how achievable this project is, and what can be reasonably expected as the final product.

Green Leisure is a garden centre which primarily sells garden furniture and other gardening maintenance products. They’re looking at moving their business online, and therefore need a website producing which has the ability to manage their: customer database, inventory and sales order processing. The director has asked for a website to be produced, which will act as a proof of concept to demonstrate how a web based system would improve the efficiency of their current operations.

Currently, the business’ system is insufficient, as employees have to ring someone in the office to place an order when a customer is purchasing an item. Along with this, they have to ring the office when wanting to check stock levels, or enquire about certain items available for purchase. This system is ineffective and reduces the potential for productivity within the workplace.

Green Leisure has requested that the website provides a number of different services, including:

* Adding, editing and deleting data,
* Searching for data,
* Security through a username and password login system,
* All database actions are logged and then available for viewing by an administrator.

Each of these services will be produced within a web based system, therefore allowing employees to access it remotely within the business. Building this system will overall allow the business to be more organised as a whole and more productive. Customers will be able to be served promptly, and all actions will be recorded – therefore making any discrepancies easy to deal with.

# Market & Financial Feasibility

## Market

The retail industry has been up and down in recent years, and this is still evident. Currently – according to figures from Barclaycard – 4 in 10 people in Britain report that they have less disposable income now, than they did this time last year. The Garden Centre industry is one which often feels the impact the most, as the profit that businesses within this can gain, is largely based on the time of year and the current weather. The Garden Centre Association declared that at the beginning of 2018, sales within this industry were down by 15%, and this is still continuing. However, with a vast amount of good weather expected in the coming weeks, sales are expected to rise as the demand for garden products increases.

The Horticultural Trades Association reports the UK garden centre market to be worth around £5bn a year. However, as we’re approaching the summer months when the majority of income is made for garden centres, the new web based system will fit in perfectly for Green Leisure. Coping with the increase in demand will be more manageable, therefore resulting in a larger amount of profit produced.

Future market potential within the garden centre market in the UK is set to remain fairly stable and if no, positively increase. Although the time frames in which sales are high will likely remain the same – because of the climate and seasonal weather patterns within the UK – profits could still increase, as more people look to become activate and get outdoors. Along with this, the most common age group of people who attend garden centres or have an interest in their garden is people over the age of 60, who are likely retired. Within the current aging population within the UK and increasing amount of people who are living to greater ages, the amount of people visiting garden centres within this age group will continue to escalate.

In terms of the competition present within this market, some is certainly evident. An increasing amount of companies are moving online and selling their garden furniture and other related items in this way. With age groups such as young adults and middle aged people who work full time and only have their weekends free, ordering online is easier and more common between them. However, within older age groups (who make up the majority of customers visiting garden centres), the general consensus is that they prefer to visit a garden centre instead of ordering online. Garden centres often have cafés and socialising events to entice people to visit them, therefore a large amount of customers are still very interested and will continue to visit garden centres. Along with this, when purchasing plants, viewing them in personal is highly preferred so that they don’t become damaged during delivery, therefore the garden centre market is not under serious threat of companies which sell their garden products online.

## Financial

As this website is simply a proof of concept to determine whether it would improve the operations within Green Leisure, there is no funding or start-up capital needed, for this project to be completed. This will not affect how successful it is, because of the nature of the project.

As mentioned, no funding is needed; therefore the need to discuss the sources of capital is not present. Similarly, no return can be expected.

# Technical Feasibility

To ensure that a good service is delivered and that the product produced is what the customer wants, certain procedures will be followed. Regular group meetings will be evident to discuss the current progress taking place within the project, along with assistance given to team members in need of it.

In terms of the business location, the system will be produced and managed through repositories. This will then allow the progress of the website to be visible through a list of commits, along with any issues which are present and therefore need to be rectified. Using source control will allow the production of the system to be organised.

Technology needed includes a personal laptop of each team member, and other resources include that of: Visual Studio, Source Control and informative courses.

The production of the system will require a large input of labour hours, to get the final product to be of the level of quality that we’re aiming for – and that we know Green Leisure is expecting. Planning the number of hours which will be inputted each week is important, as this will then allow the system to be produced before the given deadline.

With three of us present within the team who will be producing the system, our knowledge could need improvement; however this will likely build throughout the production of the website.

# Organisational Feasibility

The three members of our team include: Lillian Shyngle, William Mumby and Robert Bennett. Each of us has different skills which will allow us to complete the project and produce a product of a good standard.

Along with this, we will work closely with Green Leisure to ensure that we produce a website which entirely fits the needs of the business. As mentioned previously also, we will be organised throughout the process, so that we can meet their deadline whilst providing them with a high quality product.

When producing the website, we will ensure that it is easy to use and navigable, so that all employees within the business can use it with ease – no matter what their previous history with technology is like.