

Opportunity/ Problems	Importance	Viability/ Feasibility
<i>1. Creation of Online Presence</i>	5	5
<i>2. Promote Social Media</i>	4	4
<i>3. Increase Fan Club Sign-ups</i>	5	4
<i>4. Information about the band</i>	3	2
<i>5. Merchandise Sales</i>	1	2