

A Feasibility study on Financial  
Management application (web based)  
that provides investment and allows  
users to track their portfolio and  
Financial Performance

By Team Gabbar Singh

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By

Sathwik Narkedmilli (21bcs103)

Saran Kumar (21bcs075)

Arun Kumar(21bcs093)

Praneeth Reddy(21bcs090)

# **1. Introduction.**

A financial management app that provides investment and allows tracking of portfolios, and also allows to create own crypto tokens, is a cutting-edge tool designed to help individuals and institutions manage and track their investments in the fast-moving digital economy. The app offers a wide range of features, including real-time market data, portfolio tracking, and investment analysis tools, enabling users to make informed investment decisions and stay up-to-date on the performance of their portfolios.

One of the unique features of this app is the ability for users to create their own crypto tokens. This allows users to easily create, issue, and manage their own digital assets, which can be used for a variety of purposes, such as raising funds for a project or creating a new type of digital currency. This feature opens up a whole new world of possibilities for entrepreneurs and investors looking to leverage the power of blockchain technology.

The app aims to provide a user-friendly and easy-to-use interface that allows users to access financial information, tools, and crypto token creation functionalities in a convenient and efficient manner

## **2. FEASIBILITY:**

### **2.1 Legal Feasibility:**

To determine the complete legal feasibility of a financial management app(WEB BASED APPLICATION), it would be necessary to consider a number of different laws and regulations, including but not limited to:

- 1) **Financial services regulations:** Depending on the specific features of the app, it may be subject to regulations related to financial services, such as those governing banking, lending, and investment activities. These regulations can vary depending on the jurisdiction in which the app will be offered and may include licensing requirements, capital and liquidity requirements, and other operational rules.

- 2) **Data privacy laws:** The app will likely involve the collection, storage, and use of personal and financial information, which will be subject to data privacy laws. These laws may require the app to obtain consent from users before collecting their data, provide transparent privacy notices, and implement reasonable security measures to protect users' information.
- 3) **Consumer protection laws:** The app may also be subject to laws aimed at protecting consumers from fraud, deception, and other deceptive or unfair business practices.
- 4) **Anti-money laundering (AML) and countering the financing of terrorism (CFT) regulations:** All financial institutions and many non-financial businesses are subject to AML and CFT laws, which require them to implement policies and procedures to detect and report money laundering and terrorist financing activities.
- 5) **Payment systems regulations:** If the app facilitates the transmission of funds or payment, it may be subject to regulations governing payment systems, including rules related to authorization, clearance, and settlement of transactions.

Factors such as the app's intended features and target market would also need to be taken into account as they may affect the legal requirements for the app.

## 2.2 **Economic Feasibility:**

Economic feasibility for a financial management app would involve analyzing the potential costs and revenues associated with developing and maintaining the app, as well as the potential market demand for such an app.

- 1) Some key considerations for the costs would include the expenses associated with designing and developing the app, such as software development costs, costs for any third-party services or APIs that

the app may rely on, and costs for any necessary data storage or hosting. Additionally, there may be ongoing costs associated with maintaining and updating the app.

- 2) Revenue streams for the app could include fees for using the app, such as subscription fees or transaction fees, as well as advertising or referral fees if the app includes any sponsored content or affiliate marketing.
- 3) As for market demand, it is important to consider factors such as the size of the target market for the app, the current competition in the space, and the potential for the app to differentiate itself in the market. Conducting market research and analyzing data on similar apps and their user base can provide valuable insights into the potential demand for the app.

Ultimately, a well-designed financial management app with a strong value proposition, a clear target market and a solid business model has a good chance of being economically feasible.

## 2.3 Technical Feasibility:

To determine the technical feasibility of a financial management app, several key factors should be considered:

- 1) **Platform compatibility:** The app should be compatible with the platforms it is intended to run on (e.g. iOS, Android, web), and should be tested on all relevant devices and browsers to ensure proper functioning.
- 2) **Integration with existing systems:** If the app needs to integrate with other systems, such as a bank's system or accounting software, we need to ensure that the necessary APIs and data formats are available and compatible.

- 3) **Data storage and security:** The app should have a secure method for storing and managing user data, such as using encryption and secure servers.
- 4) **Scalability:** The app should be able to handle a large number of users and transactions without performance degradation.
- 5) **User experience:** The app should have a user-friendly interface and be easy to navigate. It should also be designed to be responsive, meaning that it should adapt to different screen sizes and resolutions.
- 6) **Performance:** The app should be designed for optimal performance, including quick load times and minimal errors.
- 7) **Testability:** The app should be designed in a way that allows for thorough testing, including unit testing, integration testing, and user acceptance testing.
- 8) **Compliance with Payment regulations:** App should be compatible with Payment regulations and should be able to integrate with Payment gateways and Payment systems to facilitate transactions.

It is important to note that the technical feasibility of a financial management app may change depending on the specific features and requirements of the app, as well as the resources and expertise available to the development team.

## 2.4 **Operational Feasibility:**

Operational feasibility for a financial management app would involve assessing the ability to effectively and efficiently implement and operate the app within the organization.

Some key considerations for operational feasibility would include:

- 1) **Technical feasibility:** Can the app be built with the available technology and resources? Are the necessary APIs, data sources, and integrations available?
- 2) **Resource feasibility:** Do the organization have the necessary resources, including personnel, equipment, and budget, to develop, implement, and maintain the app?
- 3) **Organizational feasibility:** Will the app align with the organization's overall strategy and goals?
- 4) **Legal and regulatory feasibility:** Does the app comply with all relevant laws and regulations? Are there any legal or regulatory requirements that would prevent the app from being used?
- 5) **Security feasibility:** Will the app protect sensitive data, such as user personal and financial information? How will security risks be mitigated?
- 6) **User acceptance feasibility:** Will the app be easy to use and will users accept it? Are there any usability issues that need to be addressed?
- 7) **Support and maintenance feasibility:** Will the organization be able to provide ongoing support and maintenance for the app?

It is important to evaluate each of these areas carefully and address any issues that arise in order to ensure that the financial management app can be successfully implemented and operated within the organization.

## 2.5 Scheduling Feasibility:

To determine the Scheduling feasibility of a financial management app that provides investment options and allows users to track their portfolio, several key factors should be considered:

- 1) **Investment options:** The app should have a wide range of investment options available to users, such as stocks, bonds, mutual funds, and exchange-traded funds (ETFs). It should also provide information and resources to help users make informed investment decisions.
- 2) **Portfolio tracking:** The app should have the capability to track users' portfolio, including the current value, historical performance, and diversification of their investments.
- 3) **Scheduling:** The app should allow users to schedule recurring investment or savings, like automated contributions to investment accounts, and also allow to set reminders to review their portfolio or to look at the performance of their investments.
- 4) **Integration with Financial Institutions:** The app should have the capability to integrate with the user's financial institutions to facilitate transactions and ensure up-to-date and accurate information on the user's account.
- 5) **Data security and privacy:** The app should have robust security measures in place to protect users' personal and financial information and comply with relevant data protection and privacy laws.
- 6) **Technical support:** The app should have a plan for providing technical support to users in case of issues or bugs.

It would also be important to consult with legal and financial professionals to ensure compliance with all relevant laws and regulations

## 3. Market Research:



Conducting market research for a financial management app would involve several key steps:

- 1) **Identifying the target market:** It would involve understanding their needs, pain points, and current behaviour when it comes to managing their finances and investments.
- 2) **Competitive analysis:** This would include analyzing the features, pricing, and user reviews of existing apps to understand their strengths and weaknesses, and how they compare to the proposed app.
- 3) **Identifying key trends and market forces:** This would involve monitoring the broader trends in the financial technology and investment markets, such as changes in regulations, new technologies, and shifts in consumer behavior, to understand how they might impact the proposed app.
- 4) **Monitor user feedback and reviews:** It is important to monitor user feedback and reviews after launch, to identify any issues, bugs and also to gather suggestions for improvements, this would help to improve the app and retain users.

It's important to note that market research is an ongoing process and should be conducted throughout the development and launch of the app, in order to stay up-to-date with changes in the market and user feedback.

## 4. **Risk Assessment:**

Economic risk assessment for a financial management app that provides investment and allows tracking of portfolios would involve identifying potential risks that could negatively impact the app's financial performance.

Some key areas of economic risk to consider include:

- 1) **Market risk:** What is the potential size of the market for the app? Is there a high level of competition in the space? How will the app differentiate itself from existing options?

- 2) **Revenue risk**: How will the app generate revenue? Are there any regulatory or compliance risks that could impact revenue?
- 3) **Cost risk**: What are the costs associated with developing and maintaining the app? Are there any unexpected costs that could arise?
- 4) **Scalability risk**: Can the app be scaled up as demand increases? What are the costs associated with scaling?
- 5) **Operational risk**: Are there any operational challenges or inefficiencies that could impact the app's financial performance?
- 6) **Cybersecurity risk**: Are there any potential cybersecurity threats that could impact the app's financial performance?

It is important to consider each of these areas and develop a plan to mitigate the risks. Additionally, it is important to regularly review and update the risk assessment to take into account any new information or changes that may occur.

## 5. **Conclusion:**

In conclusion, a financial management app that provides investment and allows tracking of portfolios has the potential to be a valuable tool for individuals and institutions looking to manage their investments and track their portfolios. The app can provide users with real-time insights and information on their investments, as well as tools to help them make informed investment decisions.

However, in order to be successful, the app must be economically and operationally feasible. This includes careful consideration of the costs and revenues associated with the app, as well as the potential market demand. Additionally, the app must be able to be implemented and operated within the organization efficiently and effectively.

Overall, with a well-designed app and a solid business model, a financial management app that provides investment and allows tracking of portfolios has the potential to be a valuable tool for users and a profitable venture for the organization.

