**Feasibility Study**

**Who would buy my product?**

Business Sellers would buy a payment plan, for their business to be listed on our application/website.

**What audience(s) should I target?**

For sellers target audience would be people owning small, midsized enterprise businesses.

For buyers the target audience would be people with rich cash flow, confused mindset and searching for a low risk investment with sustainable profits.

**What products are competitors?**

* BizBuySell
* BizQuest
* BusinessBroker.net
* BusinessesForSale.com
* BusinessMart.com

**What’s the market share for competitors?**

As of today BizBuySell holds the most of the market share in the world, not in Pakistan...

**How much should I sell my product for?**

The payment plans would start from PKR 5000.

**How should I promote my product?**

Marketing Strategies are yet to be discussed…