**Feasibility Study Worksheet**

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**Step 1 – Idea Exploration, Identification and Assessment**

**Describe the business idea or concept** (filling an unmet need in the marketplace with a new product or service, providing an existing product/service in a new form, delivering a product/service better or cheaper than competitors, etc.)

**Business Name: “**AuroraPC”

**About Business:** AuroraPC – is an online shop that repairing, upgrading and sells Gaming Laptops, Custom PC, Gaming PC, PC for work – working with photoshop, lightroom etc. Also it will sells Accessories for gaming such as – Monitors, mouses, keyboards, Headsets, Microphones and so on.

**What is the “pain” that is being ‘cured’ with this product or service?** (An idea is only viable, if people are willing to pay /download or use what it provides)

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**What are the features and benefits of the product(s) or service?**

The Business Company will repair a person’s old PC, person also can upgrade his old PC and sells custom PC, it could be for games or for creating 4K videos and/or editing 4K photos. If a customer would like to upgrade his PC, he will get discount for the PC’s parts, also increase power, upgrade design of a case and fix other problems.

Also it will sells Accessories for gaming.

**What is the Business Model?** (How will the business make money?)

The Business Model is to build or upgrade PC for a customer. The company will make money on the components, build the PC itself, make a PC faster as possible, and design (any colour, graffiti or custom logo on the machine).

**What is the Unique Selling Proposition?** (Why will the market buy from this business? More value? Better? Unique? Lower cost? Quality? Unique? Faster? )

A customer can get unique custom PC better than from other companies/shops, because experts from the company will apply settings for maximum performance, and the customer don’t have to do itself.

Also customer will get a 2 years guaranty, if something will break, he can get repaired for free.

**Step 2 – Determine Markets** (Who will buy the product? Are there enough customers?)

**Who are the target Markets for the Products or Services:** (Who will buy the product or service? How often? Why will they buy it? Is the market big enough to sustain this product?)

The target is gamers, pro players (any competitive game) and for streaming (Streamers) or people who making a videos (Youtubers). People will buy it often because they will find this interesting and unique. Also market is big enough to sustain this product.

**What competitors are in the same space?** (Who are the main competitors? What other similar products are in the market? What are the strengths & weaknesses of competitors? What are their features?)

There is lot of companies that can build a PC, but our idea of the company that we will have unique design and unique build that will have a maximum performance of the components.

**What area does the product or service focus on?** A Market Segment or Niche?

This product more for gamers, pro players in competitive games, streaming and making videos. It will be market segment, because it will be popular for those people that interested to play games.

**What strategies do you use to compete in the market?** (Cost leader, Best price, Focused Differentiator)

Strategi is that we build a **unique custom PC** with a **custom design** for a person.

**STEP 3 - Identify Weaknesses/Threats** (Consider any potential issues that may jeopardize the venture)

**Identify Weaknesses/Threats**

1. Might be possible problems with the supply of components

2. Might be fault components

3. Might be problems with a computer itself at the final built

**The Feasibility Study completed allows you to make an informed evaluation about the business idea.**

**• Weight up the Pros and Cons of the product. Is this a good business innovation?**

In my opinion its good business.