

Feasibility Study

A feasibility study functions as a traffic light for any business idea that may pop into one's mind: it may either signal "go" or "stop" depending on the outcome of the study. It is the perfect tool to see whether a project is more likely to succeed than not, as well as to identify its strengths and weaknesses.



Feasibility Study Definition & Meaning

A feasibility study is an assessment of the practicality of a proposed plan or method.

This means that a feasibility study serves to investigate the sustainability of a project or business idea.

What Is a Feasibility Study?

A feasibility study examines or analyzes the attainability of a certain project or business. It checks the variables that are included or associated with the business idea. An idea may proceed to materialize based on the result provided by this study.

10 Types of Feasibility Study

Operational Feasibility Study

According to Pavadee Katimuneetorn, an [operational feasibility study](#) allows a gain of understanding of whether a proposed system or idea will likely solve a business problem or whether a business should take advantage of opportunities or not. Here, the importance of understanding how a system will fit into the day-to-day operations of an organization or business is emphasized. Moreover, work practices and procedures that support a system are assessed in an operational feasibility study.

Blitzrow Corporation

2187 Amethyst Drive, Okemos, MI 48864
blitzrowcorp@email.com | 222 555 7777

Operational Feasibility Study

Prepared by: Marian Evans

Date: October 20, 2051

Executive Summary

As part of Blitzrow Corporation's annual development goal, the company has initiated a plan to upgrade its operations management system, particularly its workflow system and budget and finance system. The company plans to apply the Flash Hub Management Software, a management software that is used by the majority of small and mid-size enterprises (SMEs).

The diagnostics team of the Operations department headed by Marian Evans has conducted an operational feasibility study to figure out the applicability of the new system and to determine the satisfaction level of the company and its users with the new system. The team has concluded that the new system is operational and feasible for the nature of work in the company but has stated a few deficiencies worked out and adjusted.

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Technical Feasibility Study

A [technical feasibility study](#) provides applicable context to various aspects of a project. It is a great tool for planning because it offers an overview of how the project can develop during a period of time. Furthermore, it troubleshoots and tracks the progress of the project from conception to realization.

Earthpaw Corporation
459 Poco Mas Drive, Matador, TX 79244
earthpawcorp@email.com | 222 555 7777

Technical Feasibility Study

Prepared by: Jack Rivers

Date: February 20, 2051

Executive Summary

Biogas is a type of alternative energy that is generated through the anaerobic digestion of raw materials such as agricultural residues, animal waste, municipal waste, and industrial waste. A number of research studies have proven the effectiveness of this technology to manage organic waste in an environmentally friendly and cost-effective manner and further reduce atmospheric methane emissions.

The team led by Jack Rivers has conducted a technical feasibility study to assess the possibility of establishing and integrating a small-scale biogas energy production and distribution plant in Matador, Texas. Among the pre-selected biogas technologies, the garage-shaped digester is technically suitable and economically feasible for the area.

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Startup Feasibility Study

A [startup feasibility study](#) focuses on the development and validation of a business concept. This answers key questions related to the business model, customer validation, and source of financial funding. Startup Feasibility Study also provides answers to questions regarding the competitive positioning of a proposed business and its financial projections.

Benjen Café

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Startup Feasibility Study

Prepared by: Benedict Ho

Date: March 10, 2051

Executive Summary

People of all suitable ages consume coffee today as part of a daily routine. Over the years, the taste of coffee and the different ways it is consumed have evolved. Even coffee shops offer specialty coffee blends that suit their regular customers. Benjen Café aims to establish a new coffee shop in Portland, Maine that serves European-style coffee, where there is a large population of European-decent residents and tourists.

The feasibility study, headed by Benedict Ho, has successfully conducted marketing, operational, financial, and human resource analyses for the viability of this project. The research team has reported that establishing a coffee shop in the area would be highly profitable and operationally feasible.

Methodology

A business research method was used in this study with a quantitative approach. The customer perception data was collected by distributing a 5-point Likert Scale questionnaires to 400 respondents using convenience sampling to

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Retail Feasibility Study

A [retail feasibility study](#), based on CCIM Institute's Retail Analysis, determines if a proposed or existing use at a certain location will meet the objectives of the developer or investor. This study includes the analyses of market and competition, location or site, political and legal components, and financial components. A retail feasibility study helps in identifying the achievability of a project.

Chica Merchandise

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Retail Feasibility Study

Prepared by: Holland Byrnes

Date: April 25, 2050

Executive Summary

Burlington, Vermont is a small town in the upper northeast of the state with a population of approximately 15,000 and a median household income of \$25,350. The upper northeastern part of Vermont also has a relatively low population density. However, the possibility of making the area a "local destination" shopping area could be a huge advantage. Nonresidents who do not live in town but live close to Burlington have fewer options for their shopping needs.

The head of the marketing research team of Chica Merchandise successfully conducted a market and feasibility study in the area. Based on the data analysis, Chica Merchandise branch in the area would add to the variety of retail, significant amount of sales would be reached if prices were tailored to the average household income, long operating hours, and offered quality products and services.

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With this, the head of the marketing research team of Chica Merchandise successfully conducted a market and feasibility study in the area. Based on the data analysis, establishing a Chica Merchandise branch in the area would add to the variety of retail stores, and a significant amount of sales would be reached if prices were tailored to the average household income, long operating hours, and offered quality products and services.



Restaurant Feasibility Study

A [restaurant feasibility study](#) is a crossbreed market research approach since it combines qualitative and quantitative elements. The data gathered in this study will predict the success of the establishment based on factors such as the frequency of the target market in the restaurant and the customer satisfaction levels among many others. This study will also serve as a determining factor for an investor whether they should continue to invest in the restaurant or not.

Orange Club Bistro

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Restaurant Feasibility Study

Prepared by: Pauline Michaels

Date: February 20, 2051

Executive Summary

Burr Ridge, Illinois, is one of the top five cities in the Midwest for having an increased population of overweight children and teenagers. The Orange Club Bistro, one of the city's top quick-serving restaurant chains, wanted to introduce a healthier menu set in order to contribute to the healthy eating habits of children and teenagers.

The marketing research team, led by Pauline Michaels, successfully completed the pilot and feasibility studies. Based on the gathered data, constant and persistent interventions such as toy incentives, creative and interactive placemats, server prompts, and signage can push the age group to select the meals.

Methodology

The pilot testing and feasibility study were conducted within an 8-week intervention and the introduction of the new children's menu. The interv

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Event Feasibility Study

An [event feasibility study](#) is essentially about knowing the likeliness of an event to transpire successfully. This study highlights the importance of determining factors such as cash flow, resources, and timelines. Assessing these, and many other factors secures a high success rate of any event.

LPE Events Co.

2171 Hog Camp Road, Burr Ridge, IL 60527
lpeeventscsco@email.com | 222 555 7777

Event Feasibility Study

Prepared by: Sevi Remsworth

Date: August 28, 2050

Executive Summary

LPE Events Co. is a company established in Burr Ridge, Illinois with over 20 years of experience producing award-winning programs across the United States. As requested by the client, the company desires to assess the viability of organizing a business conference event in Newport News, Virginia by conducting a pilot study and online survey. Through this study, the researchers will be able to determine whether they have fulfilled the expectations of the client. This also provides insight for improving the concept and feasibility of the event.

The conducted study was completed and the research team highly suggests moving forward with the plans for the business conference event.

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School Feasibility Study

A [school feasibility study](#) is critical in starting this particular establishment. This describes the potential, strengths and weaknesses, and impact of the school in a particular location or area. A school feasibility study may also include the facilities and opportunities an educational institution offers.

Strong Oaks School

3375 Berry Street, Colorado Springs, Colorado 80904
strongoaks@info.com | 222 555 7777

School Feasibility Study

Prepared by: Liam McMillan

Date: January 10, 2050

Executive Summary

Strong Oaks School offers the youth of the state of Colorado access to high-quality secondary education. The school offers its students an academic curriculum that is adaptive, progressive, and diversified to ensure that students receive an all-around comprehensive education. The school is composed of the best teachers in the state who are always committed to giving students the education they need.

This 2050, the school has conducted a feasibility study, led by the school principal, Mr. Liam McMillan. This feasibility study aims to evaluate the need for constructing and opening a Montessori department in the school due to the lack of available Montessori reasons which have been comprehensively described and explained in this study as to why parents would rather have an additional choice of a Montessori school than that because there is a lack of options, parents have no choice but to enroll their children in an already near capacity Montessori education which makes them feel as if student education is being compromised due to the high volume of

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Manufacturing Feasibility Study

A [manufacturing feasibility study](#), as per LinkedIn's definition, is an analysis and evaluation of a proposed project to determine if it is feasible to manufacture a specific product and assure customer satisfaction. This includes the data on the funding needs, the risk factors, and other common factors such as the strengths and weaknesses of the project and market opportunity. Conducting a manufacturing feasibility study ensures investors that what they're putting their money on is attainable and sustainable.

VMS Manufacturing

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Manufacturing Feasibility Study

Prepared by: Patrick Keller

Date: November 18, 2050

Executive Summary

VMS Manufacturing is a manufacturing company established in Wenatchee, Washington that has a lineup of approximately 6,500 products and strives to meet the manufacturing needs of every field or industry. The company requested to perform a feasibility study on the establishment of a coffee processing plant in Washington since it was found that Wenatchee, Washington has had very impressive macroeconomic performance in the past ten years which makes it an ideal destination for investment. Also, there is a global demand for Washington decaffeinated green coffee. The manufacturing company conducted this study to determine the areas of licensing, land, technology, training, and budget needed for the coffee processing plant.

It can be concluded that Washington is an ideal location for investment and the researchers suggest proceeding with the coffee processing plant project.

Methodology

The researchers performed market research for this feasibility study. The market study employed both primary and secondary data and primary and secondary data were prepared for various government and private sectors. Then, the data from the research team were analyzed.

Objectives

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Real Estate Feasibility Study

A [real estate feasibility study](#) is a primary stage of a land purchasing process that analyzes and determines the practicality of the land it will be used for. All aspects of the property, from financial and environmental perspectives, are reviewed in this stage. This study also includes surveying land irrigations, septic placements, and soil conditions in its procedures.

BPR Land Developers

4713 Medical Center Drive, Port Charlotte, FL 33952
bprlanddevelopers@email.com | 222 555 7777

Real Estate Feasibility Study

Prepared by: Jesse Ritwall

Date: June 22, 2050

Executive Summary

BPR Land Developers is a corporation based in Port Charlotte, Florida that specializes in land development projects by taking vacant land or obsolete properties and turning them into businesses, commercial buildings, or residential homes. The company proposes to assess the viability of purchasing and developing a site in north Topperwire near Lover's Lake. With this, the company requested to conduct a feasibility study to determine the viability and legal requirements of the development project. This project will also address the physical conditions of the site and gather public opinion regarding recreation and affordable housing by surveying at predetermined points throughout the city. This feasibility study was conducted successfully and the researchers recommend pushing through with the development project.

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Business Feasibility Study

The [business feasibility study](#) is the most common type of feasibility study. This identifies the SWOT or Strengths, Weaknesses, Opportunities, and Threats of the proposed business concept which may or may not contribute to its sustainability. It is critical to conduct a feasibility study, especially for a business, to avoid financial and logistical damages if in case a proposal has been approved.

Kim's Korean Restaurant

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Business Feasibility Study

Prepared by: Megan Weisz

Date: October 18, 2050

Executive Summary

Kim's Korean Restaurant is a startup business that desires to establish its Korean restaurant in the heart of the city of Laurens. Before they begin with the construction of the restaurant, the startup company will be conducting a feasibility study through a pilot scheme wherein they will start first with a market stall. This pilot scheme will enable the company to determine the market and financial viability of the business venture.

The feasibility study was successfully completed and the research team concluded that the establishment of a Korean restaurant in Laurens, South Carolina is viable and achievable.

Methodology

The research team utilized market research and market assessment for necessary data for this study. The researchers also distributed survey of

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Feasibility Study Uses, Purpose, Importance

A feasibility study is a crucial stage for any plan, project idea, or business concept. In order to move forward into implementation and realization, this must be conducted primarily. Below are five feats of a feasibility study to help you have a tighter grasp of its importance:

Analyzes viability

Ultimately, the goal of any plan or business proposal is to be realized. A feasibility study allows any idea to be presented and criticized to see if it can be achieved within a reasonable period. It answers the question “should we proceed with the proposed plan?”

Determines Sustainability

Similar to the first feature, a feasibility study somehow visualizes the longevity or sustainability of a project or a business concept before it proceeds to materialization. It creates expectations on the economical and logistical aspects that may be confronted. Without determining the sustainability of a proposal, everything may fail in a short span of time.

Examines SWOT

A feasibility study examines the SWOT or strength, weakness, opportunity, and threat of a particular idea or plan. It helps foresee possible shortcomings or problems that may arise during its implementation and generate solutions to overcome them. Much like anything in the world, a business concept has its limitations that can be given resolution or alternative if recognized systematically.

Saves Time and Money

One of the most recognized feats of a feasibility study is how it can save money and time, for both the investors and the owner of the idea. From the get-go, a project can be determined as pass or fail depending on the outcome of the study. This will avoid unnecessary steps that will more likely involve money even before a project's implementation.

Improves Overall Idea

A feasibility study, whether rejected or passed (but mostly when rejected), becomes an avenue or opportunity to improve parts and details of the project. Through methodical investigations, some areas of the plan are spotlighted and may require furnishing. This may add extra effort but any criticism, if taken positively, becomes a tool for innovation.

What's in a Feasibility Study? Parts?

Title Page

The title page is the first part of a feasibility study. The title of the project, which should be direct yet insightful, is seen here along with the names of the project leader and members (if there are any). A schedule or target date for the implementation of the project can also be mentioned here.

Table of Contents

The table of contents provides an outline of the topics within your feasibility study for the convenience of the readers. This will make it easier for them to grasp your project. Make sure to make it organized for cohesiveness.

Executive Summary

In this section, an introduction of the project, its purpose, and solutions is maximized. Basically, this will serve as an overview of the entirety of the plan. The executive summary should also include the sources that support the project's credibility.

Market Feasibility

This section of the report provides insightful information about the company statistics, outlook, and market research. The first part highlights the summary of the company's industry. The market feasibility allows readers to understand the project, what it can offer, and how it can grow over time.

Technical Feasibility

The technical feasibility portion is an outline of several operational factors that influence the success of a business concept. Here, the location, materials needed for production, manufacturing process, and quality assurance facilities are discussed. This provides a detailed understanding of the factors that maintain the business' continued high-quality delivery of products or services.

Financial Feasibility

Essentially, this section gives readers an outline of the project's finances. This includes information on the investors, the project's supposed revenue, assets, and liabilities annually. The financial feasibility section's goal is to convince investors to invest by showing them the cost in order to maintain the proposed business.

Organizational Feasibility

The organizational feasibility section clarifies the legal and ethical practices of the proposed project. The location or site of the project, the HR procedures that will take place, and the methods that would instill productivity and continuity in the workplace could be included here. This portion aims to determine whether the proposed plan's practices are cohesive with that of the investors.

Conclusion

Finally, the last part of a feasibility study is a conclusion. Here, the summary of each section is presented. Highlighting the key features of the project is important.

Feasibility Study Anatomy

Title Page

Market Feasibility Study

Executive Summary

Prepared by: Jim Hopps

Date: May 19, 2050

Executive Summary

Financial Feasibility

K-Fusion Restaurant specializes in Korean-American fusion food and is one of the most popular Korean restaurants in the United States, with over 30 locations across the country. With the ongoing success and growth of Korean restaurant chains, the restaurant wishes to expand its market in the upper states, starting with Oklahoma City.

Technical Feasibility

The marketing director requested that a feasibility study be conducted in order to determine the viability of the market expansion project.

Conclusion

The feasibility study was conducted and led by the marketing research team. Based on the collected data, the marketing research team discovered that Oklahoma City would be an ideal location for the market expansion project due to the high diversity of demographics in the Oklahoma area.

Organizational Feasibility

Market Feasibility

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How to Design a Feasibility Study

1. Choose a [Feasibility Study Size](#).
2. Determine the purpose of the Feasibility Study.
3. Select a [Feasibility Study Template](#).
4. Collect all the data you need for the Feasibility Study.
5. Choose the key information that supports and strengthens the Feasibility Study.
6. Organize them into each of the sections or parts of a Feasibility Study.

How to Design a Feasibility Study

STEP
01

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STEP
02

STEP
03

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STEP
04

STEP
05

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Organize them into each of the sections or parts of a Feasibility Study.

STEP
06

Feasibility Study vs. Research

A feasibility Study aims to investigate the factors that contribute to the entirety of a project or business concept which eventually determines whether it should be approved for implementation or not.

Research, on the other hand, is a more in-depth study on a particular matter and is grounded on empirical methodologies.

What's the Difference Between Feasibility Study, Business Plan, and Project Proposal?

A feasibility study determines whether a project, plan, or proposal should push through with realization or not.

A business plan is what follows once the feasibility study has been given a go signal.

A project proposal, although similar to the previous subjects, only tackles a surficial level of a particular project compared to a feasibility study and a business plan.

Feasibility Study Sizes

The [feasibility study sizes](#) used for making a feasibility study vary depending on the format that a company or an institution imposes. However, formal documents, such as a feasibility study, use the standard sizes such as the US Letter, A4, and US Legal sizes.

- Letter (8.5 × 11 inches)
- A4 (8.3 × 11.7 inches)
- Legal (8.5 × 14 inches)

Feasibility Study Sizes

 **TEMPLATE.NET**

TYPE OF DOCUMENT	SIZES
Letter	8.5 × 11 inches
A4	8.3 × 11.7 inches
Legal	8.5× 14 inches

Feasibility Study Ideas & Examples

It's not easy to create a feasibility study especially if it's your first time. Even if you've written one before, you can save time by checking out [feasibility ideas](#) and examples and using them for references.

- Financial Feasibility Study Ideas and Examples
- Project Feasibility Study Ideas and Examples
- Feasibility Study Outline Ideas and Examples
- Product Feasibility Study Ideas and Examples
- Hotel Feasibility Study Ideas and Examples
- One Page Feasibility Study Ideas and Examples
- Market Feasibility Study Ideas and Examples
- Feasibility Study Report Ideas and Examples
- Design Feasibility Study Ideas and Examples
- Company Feasibility Study Ideas and Examples

FAQs

What do you need to conduct a feasibility study?

To conduct a feasibility study, you will need all the data that inform any reader, especially potential investors, of what the project is about, how it will be managed, what organizational and financial systems it follows, and how it can be materialized.

How do you write a feasibility study for a project?

First, you identify what the project would be; second, collect and determine the information that would go into the feasibility study of a particular project; and third, systematically organize those data into sections that would outline the different features of your proposed project.

What is a feasibility study in clinical research?

According to the National Library of Medicine, a feasibility study in clinical trial conduct is a process of evaluating the possibility of conducting a particular clinical trial in a particular geographical region with the objective of project completion in terms of timelines, target, and cost.

What should be included in the feasibility study?

The feasibility study should mainly include the summary of a particular project – its name, industry, proposed location – and sections such as marketing feasibility, organizational feasibility, and conclusion.

What are the 6 components of a feasibility study?

The six components of a feasibility study include the project scope, the current analysis, the requirements, the approach, the evaluation, and the review.

How does a feasibility study work?

It examines all the factors that contribute to the entirety of a proposed plan or project and then it determines whether the said project should proceed to implementation or not.

What is the importance of a feasibility study in business?

Conducting a feasibility study is critical for any type of business because it oversees essential factors, such as financial, technical, and organizational, that back a business and it saves time and money for both the owner and investor since it detects whether the proposed project is a pass or fail.

What are the feasibility study requirements?

A feasibility study requires a preliminary analysis, a projected financial statement, and market research or survey among others.

What is the feasibility study of a website project?

It is an initial stage of measuring the practicality or viability of a website project in terms of how much it is beneficial to a target market in a particular geographic region.

What are the qualities of a good feasibility Study?

A feasibility study is considered good when it offers readers in-depth and adequate information on a business concept, provides a systematic overview, and presents a project as sustainable and achievable.