

New Business Feasibility Study Example

The Higher Education
Consultancy Group



A Feasibility Study on the Acquisition of e-Books by HE Libraries and the Role of JISC

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New business feasibility study example is a critical component for entrepreneurs and investors aiming to assess the viability of a business idea before committing significant resources. A feasibility study serves as a roadmap that provides insights into various aspects of the proposed business, highlighting potential challenges and opportunities. This article will explore the essential elements of a feasibility study, outline a detailed example, and discuss the importance of conducting such studies in today's competitive market.

Understanding Feasibility Studies

A feasibility study evaluates the practicality and potential success of a proposed business venture. It encompasses various analyses, including market research, financial projections, operational assessments, and risk evaluation. The primary goal is to determine whether the business idea is worth pursuing.

Key Objectives of a Feasibility Study

1. **Assess Market Demand:** Identify whether there is a sufficient customer base for the product or service.
2. **Evaluate Financial Viability:** Analyze startup costs, revenue projections, and potential profitability.
3. **Identify Resources Needed:** Determine what resources (human, technological, material) are necessary to start and run the business.
4. **Examine Operational Feasibility:** Assess the logistics of running the business, such as location, facilities, and supply chain.
5. **Analyze Risks:** Identify potential challenges and risks associated with the business and how they can be mitigated.

Components of a Feasibility Study

A comprehensive feasibility study typically includes the following components:

1. **Executive Summary:** A brief overview of the business idea, objectives, and key findings.
2. **Business Description:** Detailed information about the business concept, mission, and vision.
3. **Market Analysis:** Research on industry trends, target market demographics, and competitive landscape.
4. **Marketing Strategy:** Plans for promoting the business and acquiring customers.
5. **Financial Analysis:** Estimates of startup costs, revenue projections, and break-even analysis.
6. **Operational Plan:** Description of the day-to-day operations required to run the business.
7. **Risk Assessment:** Evaluation of potential risks and proposed strategies to address them.

Example of a New Business Feasibility Study

To illustrate the feasibility study process, let's consider an example of a new coffee shop called "Brewed Awakenings," which aims to open in a college town.

1. Executive Summary

Brewed Awakenings is a proposed coffee shop targeting college students and local residents in the downtown area of Springfield. The mission of the coffee shop is to provide high-quality coffee, a comfortable study environment, and community events. This feasibility study analyzes the market demand, financial projections, and operational requirements to determine the viability of the business.

2. Business Description

Brewed Awakenings will offer a variety of coffee drinks, pastries, and light snacks. The shop will feature a cozy atmosphere with ample seating, free Wi-Fi, and outlets for electronic devices. The business will also host weekly events, such as open mic nights and study sessions, to foster community engagement.

3. Market Analysis

Industry Overview: The coffee shop industry has seen consistent growth over the past decade, driven by consumer demand for quality coffee and social spaces.

Target Market:

- **Primary Audience:** College students aged 18-24.
- **Secondary Audience:** Local residents and remote workers aged 25-40.

Market Trends:

- Increasing demand for specialty coffee and sustainable sourcing.
- Growth in the use of mobile ordering and delivery services.

Competitive Analysis:

- Identify existing coffee shops in the area, their strengths, weaknesses, and market share.
- Analyze price points, menu offerings, and customer reviews to identify gaps in the market.

4. Marketing Strategy

Brewed Awakenings will implement a multi-channel marketing approach:

- **Social Media Campaigns:** Utilize platforms like Instagram and Facebook to engage with the target audience.
- **Student Discounts:** Offer discounts and loyalty programs to attract college students.
- **Partnerships with Local Businesses:** Collaborate with nearby bookstores and fitness centers for cross-promotions.
- **Community Events:** Host events that encourage community participation and increase brand visibility.

5. Financial Analysis

Startup Costs:

- Lease: \$3,000/month for a prime downtown location.
- Renovations and Decor: \$20,000.
- Equipment: \$15,000 (espresso machine, grinders, furniture).
- Initial Inventory: \$5,000.
- Marketing and Advertising: \$3,000.

Total Estimated Startup Costs: \$46,000

Revenue Projections:

- Average ticket price: \$5.
- Estimated daily customers: 100.
- Monthly Revenue: \$15,000.
- Annual Revenue: \$180,000.

Break-even Analysis:

- Total monthly costs (including rent, utilities, wages, and supplies): \$12,000.
- Estimated time to break-even: Approximately 8 months.

6. Operational Plan

Location: A central location near the college campus to maximize foot traffic.

Staffing:

- Baristas: 3 part-time employees.
- Manager: 1 full-time employee.

Suppliers:

- Local coffee roasters for high-quality beans.
- Local bakeries for fresh pastries.

Operating Hours: 7 AM to 10 PM, Monday through Sunday.

7. Risk Assessment

Potential Risks:

1. Market Competition: High competition from established coffee shops.
2. Economic Downturn: Reduced discretionary spending could impact sales.
3. Supply Chain Disruptions: Challenges in sourcing quality ingredients.

Mitigation Strategies:

- Differentiate through unique offerings and exceptional customer service.
- Build strong relationships with suppliers to ensure reliability.
- Develop a financial cushion to manage cash flow during downturns.

The Importance of a Feasibility Study

Conducting a feasibility study is crucial for several reasons:

- Informed Decision Making: It provides entrepreneurs with the data necessary to make informed decisions regarding their business idea.
- Risk Reduction: By identifying potential challenges and developing

strategies to address them, entrepreneurs can reduce the likelihood of failure.

- **Attracting Investors:** A well-prepared feasibility study can serve as a valuable tool for attracting investors and securing funding.

- **Strategic Planning:** It lays the groundwork for a comprehensive business plan, guiding the entrepreneur through the early stages of business development.

Conclusion

A new business feasibility study example, such as Brewed Awakenings, demonstrates the significance of conducting thorough research and analysis before launching a new venture. By evaluating market demand, financial viability, and operational requirements, entrepreneurs can better position themselves for success. A feasibility study is not just a one-time task but an essential part of the continuous process of business development, helping ensure that the business can adapt and thrive in a competitive environment.

Frequently Asked Questions

What is a feasibility study for a new business?

A feasibility study for a new business is an analysis that assesses the viability of a proposed project or business idea by evaluating its potential for success, market demand, financial requirements, and operational challenges.

What are the key components of a feasibility study?

The key components of a feasibility study typically include market analysis, operational plan, financial projections, legal considerations, and risk assessment.

How can I determine if my business idea is feasible?

To determine if your business idea is feasible, conduct thorough market research, analyze your competitors, assess financial requirements, evaluate operational logistics, and consider potential risks.

What is an example of a feasibility study for a coffee shop?

An example of a feasibility study for a coffee shop might include market research on local coffee consumption trends, cost analysis for equipment and supplies, a location assessment, and a financial projection including startup costs and expected revenue.

Why is a feasibility study important for startups?

A feasibility study is important for startups because it helps identify potential challenges, assesses the market demand, and provides a roadmap for decision-making, thereby reducing risks and increasing the likelihood of success.

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