

Business Feasibility Study Checklist

Feasibility studies can be practiced in many ways but principally focus on recommended business ventures. Farmers and different with a business idea should attend a feasibility study to discover the viability of their idea earlier proceeding with the development of the business.



Introduction

- ☐ Objective of feasibility study
- ☐ History (if you are purchasing an ongoing concern)
- ☐ Overview of the industry

Marketing

- ☐ Objective and supporting strategies
- ☐ Price determination
- ☐ Promotion
- ☐ Product description
- ☐ Identify target market, who where and how many
- ☐ Place: location, size, traffic counts, channel

Accounting

- ☐ Start-up or turnkey cost (.itemized)
- ☐ Equity, or unencumbered cash

- ☐ Collateral
- ☐ Credit references
- ☐ Loans: amounts, types, and conditions
- ☐ Proforma income statement
- ☐ Proforma balance sheet
- ☐ Ratio analysis
- ☐ Provision for taxation
- ☐ Projected cash flow
- ☐ Working capital
- ☐ Break-even analysis

Management

- ☐ Personal expertise
- ☐ Organizational structure
- ☐ Personnel management
- ☐ Policies (general and departmental)
- ☐ Inventory control

Legal aspects

- ☐ Contracts, licences and other legal documents
- ☐ Business structure
- ☐ Insurance: types and costs
- ☐ Provision for business termination
- ☐ Type: sole proprietorship, partnership, corporation Conditions and terms

Appendix

- ☐ Working papers
- ☐ Diagrams
- ☐ Layouts
- ☐ Resumes
- ☐ Charts
- ☐ Graphs

