

# Feasibility Analysis

## Product or Service

- Short description of the business you want to start
  - Keep it short, but clearly define what it is
- Describe what makes your business concept unique

## Why

- Reason for starting this business
- Detail industry experience

## Target Market

- List markets you want to sell to or provide services
  - Examples: sell to small businesses in the Collin County area; provide services to dentists with at least 5 dentists in the practice

## Competitors

- Identify at least 3 possible competitors
  - Be realistic

## Funding Needed

- Calculate how much money is needed
  - Start-Up costs
    - Equipment purchases
    - Logo and website design
    - Opening inventory
    - Access to databases or special information
    - Pre-opening salaries
    - Lease or utility deposits
  - Working Capital costs (per month)
    - Payroll and payroll taxes
    - Insurance premiums
    - Internet and web hosting
    - Accounting and legal expenses
    - Inventory
    - Office/building lease
  - To start, it is best to have 100% of your start-up costs, plus 6 months of your working capital costs
- Compare with how much you must get the business started