



# MARKETING FEASIBILITY STATEMENT

*[Document Title]*

*[Document Subtitle]*

*Author's name*

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## Executive summary

Give a simple introduction to the opportunity and your overall findings.

Summarise what you hope to achieve and why you think it's important.

Don't include your final recommendations here.

## Background

Brief description about how you identified the opportunity.

What or who identified the opportunity?

How did it come about?

Include any other information needed to make the statement more meaningful to the end user.

## Outline of opportunity

Thorough details about the opportunity identified, how this is likely to impact the business and how it is linked to the business's overall goals and values.

## Methodology

Use a range of statistical methods and techniques to evaluate the opportunity.

Ensure you assess all internal and external factors, costs, benefits, risks and opportunities to determine the viability of each opportunity.

Consider the likely impact on current operations, the provision of quality customer service and potential competitors.

Consider any and all resources required and how this impacts financial viability.

A range of suggested methods is listed below. Choose the ones most suited to the opportunity you've identified. Do not rely on one method alone.

### SWOT analysis

### PESTLE analysis

### Porter's Five Forces analysis

### Risk analysis

### ROI

### Evaluation of set criteria

(net present value, knockout factors, scored criteria, weighted and non-weighted criteria)

## Alternatives

List the alternatives you've identified including advantages and disadvantages where applicable.

Remember, a feasibility study can sometimes cause you to realise the opportunity is not worth the investment of time and money. This alternative should always be considered a possibility.

Alternatives could also relate to different financial options making the opportunity more viable.

## Cost-benefit analysis

Review the costs involved (financial, human, time, etc.) to determine whether or not the benefits are worth it.

## Conclusion

Summarise the results of your feasibility assessment without stating your opinion. Your conclusion should simply state the known facts as supported by your evaluation and assessment techniques.

## Recommendations

Rank the opportunities based on their likely contribution to the business.

Summarise why you think the benefits are worthwhile. Here's your opportunity to state your professional opinion about what you think the business should do.

Finalise your recommendations in a clear statement.

## Appendix

Attach any supporting evidence (charts, graphs, reports, etc.)