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Introduction

The purpose of this feasibility study is to determine whether or not it will be profitable to open a new Nerd Sisters computer outlet in the Davidson Mall.

Nerd Sisters has thus far been operating out of a small warehouse space rented by Janet and Maria Evans, but the company now needs a retail outlet where it can sell its custom-built laptop and notebook computers.

This report was written for the benefit of the Nerd Sisters owners and investors and is not intended for public consumption.





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