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April 14

Feasibility Study for Nerd Sister Computers

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Description

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.

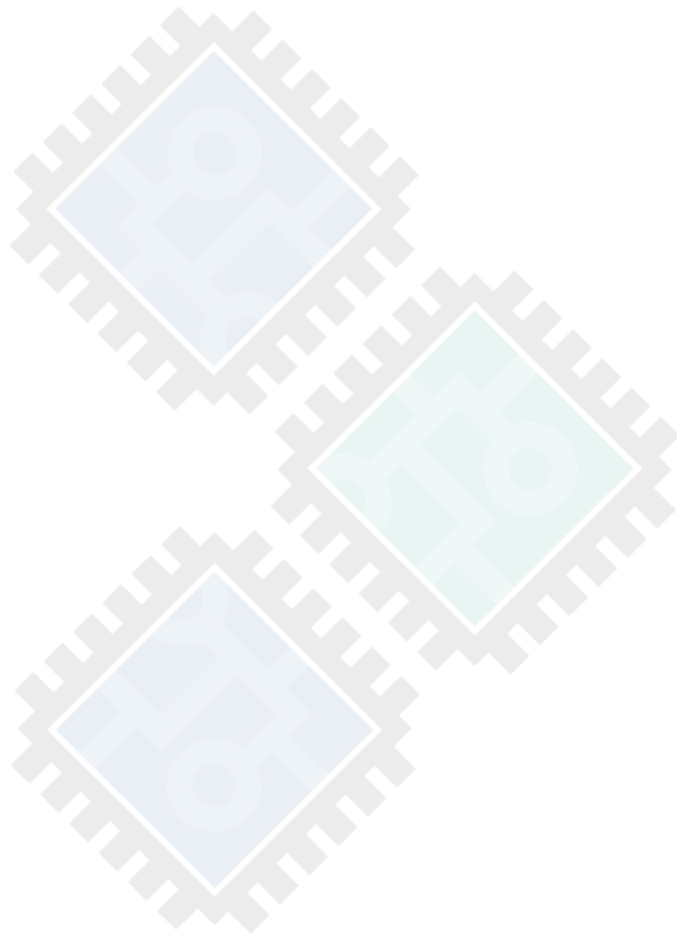
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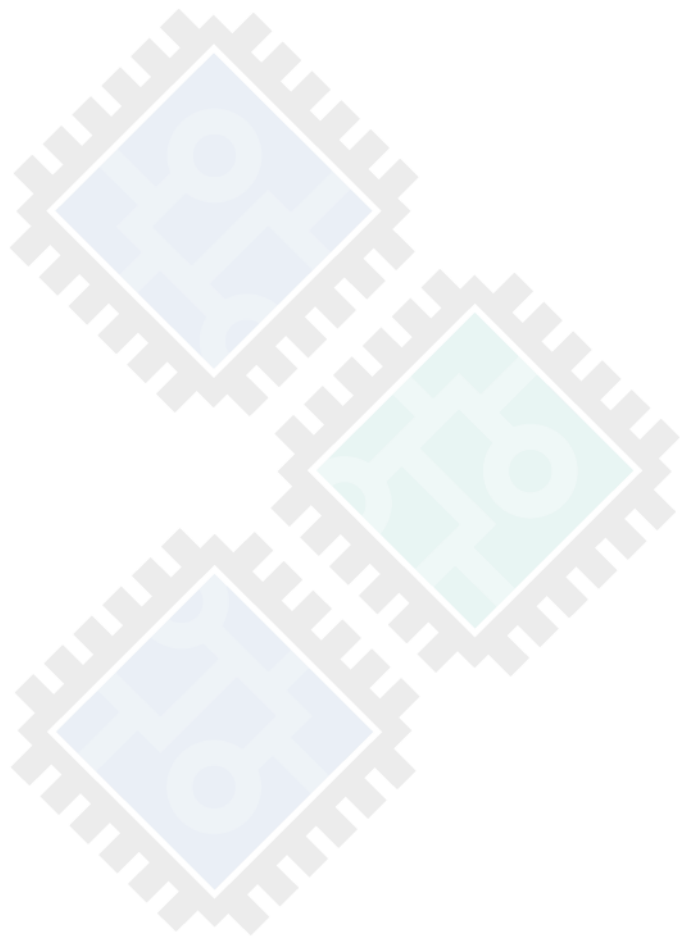


Introduction

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.





Needs Assessment

Nerd Sister Computers is currently building and selling custom laptops and notebook computers out of warehouse space 87 at 411 Centennial Avenue. While the company intends to continue building and storing computers there, the site is not conducive to sales to the general public.

Because the warehouse space is one large room that is used primarily for assembling computers, it is difficult to create an attractive space in which prospective customers can view and test drive computers. The warehouse park is also not a location that attracts the general public, so it is not a desirable sales location. Nerd Sister Computers will continue to sell computers over the internet, but internet sales are now minimal.

The Davidson Mall attracts shoppers from a 75-mile radius, and has other high-tech and high-fashion stores that may bring in exactly the sort of customers Nerd Sister Computers is looking for.

Needs:

An attractive space in which to showcase and demonstrate our computers to prospective customers.

A space that attracts the general public and the customers who are looking for hip, hi-tech devices.

Market:

People who want portable computers designed to serve their specific needs and preferences.

Solution:

A sales outlet in a shopping mall or other popular public place.

Studies:

According to a study done last September for TrendStats International, companies that sell merchandise and do not have a facility where the public can comfortably see and touch that merchandise are missing out on at least 40% of potential sales. Also, the previous year annual report for Spender Cash Corporation indicates that their annual sales doubled when they partnered with Now! outlets to sell computers in stores as well as over the internet.





S A M P L E

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