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Feasibility Study for Nerd Sister Computers

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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 Sister Computers outlet in the Davidson Mall.

Nerd Sister Computers has thus far been operating out of a small warehouse space rented by Janet 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 Sister Computers 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.
FACILITIES

The Davidson Mall is open from 9am – 9pm M-Saturday, and 12-7pm on Sundays. It currently has the following spaces available. Mall security and listings on outdoor and indoor signs are included in the rental price per month.

**Space 16**

Location: Between Teck Shack and 101 Sports stores, across from Harmoney, a women’s business clothing store and The Reading Rack book store.
Size: 1200 sq ft
Rental: $950-$1190/month depending on contract

This space was formerly occupied by a women’s clothing store. It includes a very small storage/office room and restroom in the back, and currently includes two dressing rooms and a cashier counter. There are 10 electrical outlets spaced around the perimeter and two at the cashier counter.

**Space 43**

Location: Between AllKidz Clothes and SoCool Shoes stores, across from JackBoots shoe store and Marthena’s Hobbies.
Size: 900 sq ft
Rental: $750-$1000/month depending on contract

This space was formerly occupied by a specialty toy store. The space is currently completely stripped of temporary walls or counters. It includes a small restroom in the back corner. There are eight electrical outlets spaced around the perimeter.

**Space 67**

Location: Between BigGals clothing store and vacant space soon to be converted to a cinema complex, across from south mall entry.
Size: 1050 sq ft
Rental: $875-$1050 depending on contract

This space was formerly occupied by a party supply store. It has a cashier counter and a small office and restroom at the back. There are nine electrical outlets spaced around the perimeter of the room.
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