



PROPOSAL KIT SAMPLE

Feasibility Study Sample

Scroll down to read the first part of this sample. When purchased, the complete sample is 10 pages long and is written using these Proposal Pack chapters:

Title Page, Table of Contents, Introduction, Needs Assessment, Alternatives, Cost/Benefit Analysis, Recommendations, Future Potential, Facilities, Back Page

This sample was created using **Proposal Pack Accounting #2**. In the retail Proposal Pack you get the entire collection of samples (including this one) plus thousands of editable templates for creating an unlimited variety of custom proposals and other business documents.

[Click here to purchase Proposal Pack Accounting #2](#)

The sample below **does not** include all of the sample's content. The complete version is included in every retail Proposal Pack product and must be purchased to see the rest of the content and to get the editable Word format version.

Read this article for more help - [How to Write a Feasibility Study Document](#)



STUDY

Feasibility Study for Nerd Sister Computers

Prepared for: Janet Evans
CEO

Prepared by: Jason McMaster
Partner





TABLE OF CONTENTS

Introduction	2
Needs Assessment	3
Facilities	4
Alternatives.....	5
Future Potential	6
Cost/Benefit Analysis	7
Recommendations	8





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 Harmony, 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.

The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

How do I customize or create my own version of this sample?

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

ProposalKit.com/htm/proposal-software-products.htm

