

FEASIBILITY STUDY

for aspiring
entrepreneurs

Ever
thought
about starting
your own
business
?

WE ARE SEEKING INDIVIDUALS WHO:

- ▶ Have a new business idea, but need direction on how/where to start
- ▶ Have a passion for their business concept and are prepared to invest
- ▶ Have availability to meet and communicate with student groups

This Feasibility Study is a partnership between Missouri State University's Small Business Development Center and Entrepreneurship Program. In this semester-long project students conduct research and evaluate all aspects of a client's business concept.

For additional information

Small Business Development Center
sbdc@missouristate.edu | (417) 837-2617
Cost: \$260*

*Client must also participate in the 3-hour seminar titled "Building Your Business Plan" offered through the SBDC at a cost of \$79. **The Feasibility Study is researched and presented by undergraduate students studying entrepreneurship, and is directly supervised by Missouri State University faculty.



FEASIBILITY ANALYSIS INCLUDES:

Business Overview

- ▶ Industry trends and benchmarks
- ▶ Business concept
- ▶ Products & services

Market Assessment

- ▶ Target market
- ▶ Competition's competitive advantage
- ▶ Marketing mix strategy
- ▶ Pricing & promotional strategy

Operations & Management Assessment

- ▶ Location & building layout
- ▶ Legal issues
- ▶ Labor & equipment needs
- ▶ Operating hours and procedures

Financial Assessment

- ▶ Estimated start-up costs
- ▶ Sales projections & proforma statement
- ▶ Cash analysis
- ▶ Break-even analysis

Feasibility Decision

- ▶ Business viability
- ▶ Alternative strategies

Presentation of Findings

- ▶ Detailed report
- ▶ All supporting research

POWERED BY



Funded in part through a cooperative agreement with the U.S. Small Business Administration. Programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Tara Horton, Missouri State University SBDC, 405 N. Jefferson Ave., Springfield, MO 65806, (417) 837-2617. The Missouri State University SBDC is a University of Missouri Extension partner.

An Equal Opportunity/Affirmative Action/Minority/Female/Veterans/Disability/Sexual Orientation/Gender Identity Employer and Institution