**FEASIBILITY REVIEW**

1. What is the business?
	1. Brick & mortar, eCommerce, or both?
	2. Why this business?
	3. How/why/when – do you sell or close this business?
2. What industry is this business in?
	1. Describe your competition?
	2. Target market:
		1. Age:
		2. Gender:
		3. Income:
		4. Health:
		5. Likes:
		6. Dislikes:
3. Requirements – describe in detail:
	1. Experience:
	2. Knowledge:
	3. Financing needs:
		1. Leasehold expenses:
		2. Capital assets and start-up:
		3. Capital Operating (until you hit breakeven):
	4. Employees (including yourself):
	5. Time (days):
		1. Pre-venture planning & set-up:
		2. Leasehold improvements:
		3. Open for business (hours) -
			1. Working in the business:
			2. Working on the business:
	6. Legal:
		1. Licenses:
		2. Use Permits:
		3. Zoning issues:
		4. Insurance:
4. Is this venture feasible - Yes or No:
	1. Explain why: