**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: