

MARKET FEASIBILITY STUDY CHECKLIST

	Yes	No
Target area analysis		
Visited the area, day and evening	[]	[]
Created map of the boundaries with access from major roadways	[]	[]
Identified key demand generators	[]	[]
Analysis of the competition		
Visited the major competition and observed their operations	[]	[]
Completed worksheets on the major competitors	[]	[]
Visited business development/planning board office to determine if any new competition entering the marketplace	[]	[]
Population and economic profile		
Gathered and analyzed population statistics	[]	[]
Determined that concept "fits" the population profile	[]	[]
Visited tourism office to determine the impact of convention and tourism on business	[]	[]
Created a description of the mix of commercial, industrial, and retail business	[]	[]
Real estate marketplace		
Obtained the most recent sales/lease figures for comparable transactions in area	[]	[]
Determined what is driving commercial real estate in area	[]	[]
Other		
Identified where outside help is necessary to complete checklist	[]	[]

Date completed _____