

Name:

Date:

Class:

Building Your Business Plan

Activity 1-2: Feasibility Analysis

For each of the top three business ideas identified in BYBP Activity 1-1, evaluate the feasibility if you launched the business. In other words, determine if the business idea will work with your available resources, skills, abilities, community surroundings, etc. For each business idea, list the features, benefits, and value. Then, create a features-benefits-value analysis, using Figure 2-13 in the textbook as a guide. Consult with your instructor for the best method of submitting your analysis.

1. Business Idea #1

Answer:

a. Features:

Answer:

b. Benefits:

Answer:

c. Value:

Answer:

2. Business Idea #2

Answer:

a. Features:

Answer:

b. Benefits:

Answer:

c. Value:

Answer:

3. Business Idea #3

Answer:

a. Features:

Answer:

b. Benefits:

Answer:

c. Value:

Answer:

4. Based on your evaluation of each alternative, which new business idea is the best option for you to launch as your new business startup. Explain why you selected this option.

Answer: