**Feasibility Study Guidelines**

**PRM 430: Entrepreneurship & Commercial Recreation**

This assignment is divided into 7 chapters, the Executive Summary, cover page, table of contents, and appendices. The requirements for each section will be explained and discussed within the course learning modules, ZOOM classes, and small group discussions.

**General Requirements:**

• The Feasibility Study should be produced in Microsoft Word. Save document with “.docx” extension. Please do NOT use pages, rich text format, google docs links, or programs found on tablets. I will NOT accept these.

• 1” margins all the way around, 12 point font, double-spaced.

• APA formatting with running head and page numbers.

• Submit final copy in the appropriate assignment module in Blackboard, please save document as: yourlastnames.docx (or the name of your business)

• Groups should only send one copy, and make sure each group member’s first and last name is on the first page of the document. Designate ONE person to send in the document.

• Sources are **required** in APA style. For each chapter, provide a reference page at the END of the chapter. Please reference websites, personal interviews, books, manuals, class lectures, etc. Here is a resource to assist you:

Business Research Assistant located at the University of Vermont: <http://library.uvm.edu/guides/subjectguides/BIZ/citesources.php>

Included within the Bb learning modules are very detailed instructional handouts and a detailed grading rubrics for each chapter. Make sure you review these materials prior to starting each chapter, while proofing and editing your chapter and before you submit the chapter as part of the Feasibility Study.

The information in this handout is an overview of the entire project and the basic requirements.

**• Please include all of the following in your final plan in this order:**

**Cover Page**

# Table of Contents

**Executive Summary**

**Chapter 1: Description of the Business**

**Chapter 2: Regulatory and Risk Analysis**

**Chapter 3: Location Analysis**

**Chapter 4: Management Analysis**

**Chapter 5: Marketing Plan**

**Chapter 6: Financial Analysis**

**Chapter 7: Feasibility Recommendation**

**Appendices**

**Descriptions of each section and the order they should appear in final plan.**

**Cover Page**

* Name of company
* Address (where will it be located?)
* Logo
* Name(s) and title(s) of owner(s)/entrepreneur(s)
* Date

**Table of Contents**

* Please include page numbers

**Executive Summary**

* This is the **last** section you’ll write
* Include a brief overview of the entire operation
* Should be 1-2 pages in length
* Include everything you’d include if discussing your business in a 5-minute interview
* Make it enthusiastic, professional, complete, and concise
* Keep it professional, not conversational

**Chapter 1: Description of the Business**

This chapter sets the stage… It presents the description of the business, including mission, goals, objectives, and philosophy. It also includes an explanation of the legal form of organization of the business. Essentially: What business will you be in? What will you do?

**The chapter will include the following:**

* Mission statement
* Business goals (2 or 3) and objectives (3-5 per goal)
* Business concept – what type of product or service do you plan to offer?
* Are you looking to a new market or to one that has already been established?
* Describe the life cycle of the industry that you fall into.
* Production plan (if applicable) – If you are manufacturing goods, how will this be done? Are you going to make them or contract out?
* What is your competitive niche?
* How do you differentiate yourself from what already exists in the market? If this business does not currently exist, why?
* Company strengths and core competencies – what factors will make the company succeed? What background experience, skills, and strengths are you bringing to the equation?
* Which legal form of business organization will you use and **why**? Use Table 4.2 for talking points.
* References

**Chapter 2: Regulatory & Risk Analysis**

It is essential to find out what regulations must be complied with, what licenses are needed, and what insurance must be purchased. You will also need to reflect the costs of these items in the financial section.

* Identify any regulations and special licenses that may be pertinent to your business, including taxes. Be sure to discuss a minimum of 5 that your business will require. Table 4.3 can help.
* Identify your insurance needs.
* What about risk management? Which aspects of your business will require a focus on risk management? There’s a section in your textbook (p. 199) that will help you.
* Discuss any patents you may need.
* References

**Chapter 3: Location Analysis**

This chapter examines the opportunities and challenges associated with the location of the business; physical, online, or mobile.

* Choosing a location is a 2-step process. First, decide on a general area using the following criteria:
* Demographics
* Community environment
* Business environment
* Second, select a specific area for your business. Figure 4.3 in your textbook gives you numerous talking points. Use this chapter to discuss a minimum of 6 of these site selection considerations.
* You may want to include maps, building designs, property layouts, etc. in the appendices for this section.
* References

**Chapter 4: Management Analysis**

There are 3 major areas for your management analysis. Be sure to include:

1. Organizational – develop an organizational chart along with associated job descriptions for each area
2. Staffing – considerations may include skills, benefits, housing, transportation, training, and incentives
3. Operational – equipment, maintenance, specialized instruction, facilities, geographic features, IT, suppliers, subcontracted services, scheduling, and down time (seasonality)
4. References

**Chapter 5: Market Analysis**

For this chapter you will describe how you plan to market your product or service. Talk about how you plan to advertise. What is your public relations strategy? Include information about competitive pricing and your plan for selling your product or service.

This is one of the most difficult chapters of a feasibility study, but it is also the MOST important. Spend some time doing your research. If there’s no market, there’s no business.

* Start out by describing all of the products/services that you will offer?
* Who is your target market? What is your market segment? Describe their common characteristics. What are their purchasing tendencies?
* Who are your competitors? Where are they? How many of them are there?
* How are you going to position yourself in the market? Develop quadrants similar to Figure 4.5.
* Do your best to project the demand for your product/service. Use data from the census, trade associations, existing businesses, industry research, and the SBA.
* Describe your pricing structure.
* Develop a promotional budget.
* References

\*Include in your plan the following: \*Note: not all businesses require each one, discuss with instructor. The ones in **BOLD** are required.

* + **LOGO**
  + **Website layout** (you do not need to create an actual website)
  + brochure or rack card (if applicable)
  + **sample ad in a magazine, newspaper, or online**
  + **Social networking layout (Facebook, Twitter, blogs, etc)**
  + sign design/layout (if applicable)
  + any other promotional/marketing tools you feel are beneficial to your business

**Chapter 6: Financial Analysis**

**You will receive budget templates to use. We will spend class time on each item.**

This section is based on information presented or considered in all the previous chapters. The golden rule for the financial analysis is to be liberal in estimating expenses and conservative in estimating revenues. The financial analysis supports your plan and provides a realistic picture of the financial future of your business.

Financial statements should be completed using Microsoft Excel. Save as: yourlastname\_startup.xlxs and each statement individually. If you are able to save them in one document, that is fine.

You will need each of the following financial statements in this chapter.

1. Financial Introduction (word document) explaining what the reader will be viewing in your statements. \*Details in LM.
2. Break-even analysis (word document) \*Will be part of your financial introduction.
3. Excel spreadsheets:
4. Start-up budget: showing start-up costs, business needs, capital equipment list, source of funding, should include projected for 1st year revenue and expenses.
5. Income statement (first year sales and expenses)
6. Cash flow analysis (1 year)
7. Pro forma statement (3 years)
8. References

**\*\*This section should be submitted using spreadsheets with gridlines and any supporting documentation typed.**

**Chapter 7: Feasibility Recommendation**

* What is your feasibility recommendation? Use the 4 categories of decisions (p. 105) to drive your recommendation. Be sure to support your decision by explaining how the previous chapters are related to each other, assisting you in making your final decision for Chapter 7.
* Be sure to use **Return on Investment (ROI)** as a talking point. Calculate your ROI for year one. Table 4.4 is a great visual for 5 different services using pessimistic, realistic, and optimistic forecasts.

ROI = (Net Profit/Equity) \* 100

**Appendix**

Supporting documents may include but are not required:

1. Resumes of owners
2. Lease agreement (or sample)
3. Business layout
4. Capital equipment list
5. Maps showing business location and market information
6. Photos of products, equipment, etc.
7. Supporting charts and graphs
8. Relevant articles to support industry trends
9. Legal documents such as patents, trademarks, licenses, tax info, non-profit info
10. Sample website, blog, promotional materials, etc.

**Tips for Writing a Good Business Plan:**

* Keep it simple and focused.
* Make it easy to read.
* Use understandable language, a layout that is pleasing to the eye, and charts or graphs to explain difficult concepts.
* Be objective.
* Review the plan with the critical eye of an outsider who doesn't know your business and isn't committed to the business.
* Be honest.

**Mistakes to Avoid When Creating a Feasibility Study**

* Submitting a "rough draft".
* Out-dated historical financial information or industry comparisons.
* Unsubstantiated assumptions can undermine a plan.
* Failure to consider potential problems will lead the reader to view the plan as unrealistic.
* A lack of understanding of financial information. If you use an outside source to prepare financial statements, make sure you fully comprehend the information.
* Absence of any consideration of the impact of outside influences on the business.

**Feasibility Study Grading Rubric Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| **Cover Page**  Name of company  Address  Logo  Names of Owners  Date | Everything included  (50 points) | Subtract three points for each missing item and misspelled word | Cover page not included  (0 points) | **50** |  |
| **Table of Contents** | Each chapter included (50 points) | Subtract one point for each missing item and misspelled word. | Table of Contents not included (0 points) | **50** |  |

**Comments:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| **Executive Summary** |  |  |  |  |  |
| Grabs the reader’s attention. Enthusiastic, professional, concise. | Hits all the right marks. (20 points) | Average readability, could be better.  (16 points) | Needed more umph to the delivery.  (12 points) | **20** |  |
| Describes business idea, products, and/or services. | Clearly describes business, concise, professional. (5 points) | Business is identified but it is not very clear. Could be re-written in a more concise manner. (3 points) | Doesn’t describe business. (2 points) | **5** |  |
| Brief synopsis of operations | Synopsis of business is clear, well organized, engaging, and written in a professional manner. (5 points) | Synopsis is somewhat clear, could be better organized, writing style could be more professional.  (3 points) | Synopsis needs better organization and a clearer focus. Writing style needs to be professional. (2 points) | **5** |  |
| Identified market (customers) | Clearly identifies market, demonstrates understanding, applies knowledge.  (5 points) | Market is identified but it is not very clear. Could demonstrate a better understanding of market. (3 points) | Doesn’t really mention their market or demonstrate understanding and knowledge. (2 points) | **5** |  |
| Management structure  Who are the owners | Clearly identifies owners and management structure (5 points) | Mentions owners and management structure but doesn’t clearly define it. (3 points) | Doesn’t mention owners or management structure. (2 points) | **5** |  |
| Future of your business, trends in the industry | Clearly describes future and trends, professional and concise.  (5 points) | Mentions some information regarding future of business and trends in industry. Could be better defined. (3 points) | Doesn’t mention future of the business or trends in industry. (2 points) | **5** |  |
| Summary of financial analysis  \*start up costs  \*operating expenses and revenue  \*profit projections | Clear, concise, easy to understand, demonstrates knowledge and understanding of financial needs, operating needs, and profit projections.  (5 points) | Somewhat clear, could be more concise, could demonstrate a better understanding of financial needs.  (3 points) | Not very clear or concise. Doesn’t demonstrate an adequate amount of understanding of their financial needs. (2 points) | **5** |  |
| Resources Cited  \*If appropriate for this section. | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | **Total** | **50** |  |

**Comments:**

**Chapter 1: Description of the Business**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| Mission Statement | Clear, concise, to the point  (10 points) | Somewhat clear, could be more concise and to the point. Needs a little refinement. (8 points) | Too vague, or too wordy, doesn’t match business idea.  (6 points) | 10 |  |
| Company Goals & Objectives | Well written, match mission statement. Goals are broad with specific objectives to match them.  (10 points) | Included goals. Objectives somewhat match goals, could be refined more, strategies need clarification. Could match mission statement better.  (8 points) | Too vague or too broad, doesn’t match business idea or mission statement.  (6 points) | 10 |  |
| Business Concept | Clearly and concisely explains business concept which attention to market, life cycle and production plan if applicable.  (10 points) | Somewhat clear, could be more concise and to the point. Needs a little refinement. (8 points) | Too vague or too broad, doesn’t match mission, goals, objectives, or business idea. (6 points) | 10 |  |
| Competitive Niche | Clearly, concise, to the point. Provide excellent examples of how the business will differentiate itself in the market and industry. (5 points) | Needs refinement, doesn’t quite explain how the business will differentiate itself. Needs to be condensed and clearer. (3 points) | Too vague or too broad, doesn’t define market or industry, rambles and doesn’t follow a logical thought process.  (2 points) | 5 |  |
| Core Strengths & Competencies | Clearly defines strengths and core competencies of the business. Concise, to the point.  (5 points) | Needs refinement, doesn’t quite answer questions or needs to be condensed and made clearer. (3 points) | Too vague or too broad, doesn’t answer questions, rambles and doesn’t follow a logical thought process. (2 points) | 5 |  |
| Legal Form of Organization | Selected correct form of organization and adequately explained why.  (10 points) | Described form of organization, but may need to redefine, explanation on “why” is okay but could use more information. (8 points) | Doesn’t describe correct form of organization or doesn’t give any form. No explanation. (6 points) | 10 |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | Total Points | 50 |  |

**Comments:**

**Chapter 2: Regulations-Taxes-Risk**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements**  **Chapter 2** | **Excellent**  **(10 points)** | **Average**  **(7 points)** | **Fair**  **(5 points)** | **Possible Points** | **Actual Points** |
| Regulations Required | Clear, thorough analysis, clearly researched information | Somewhat clear, has a good understanding of requirements, missing a few | Too vague, does not demonstrate research or understanding of regulations | 10 |  |
| Taxes required | Clear, thorough analysis, clearly researched information | Somewhat clear, has a good understanding of requirements, missing a few | Too vague, does not demonstrate research or understanding of taxes | 10 |  |
| Licenses & permits required | Clear, thorough analysis, clearly researched information | Somewhat clear, has a good understanding of requirements, missing a few | Too vague, does not demonstrate research or understanding of licenses & permits | 10 |  |
| Insurance requirements | Clear, thorough analysis, clearly researched information | Somewhat clear, has a good understanding of requirements, missing a few | Too vague, does not demonstrate research or understanding of insurance | 10 |  |
| Risk Analysis | Clear, thorough analysis, demonstrates understanding of risk management | Somewhat clear, lists most of the risk involved with business, provides some analysis and how to minimize risks, could have provided more information | Too vague, doesn’t adequately display understanding of risk management, doesn’t analyze risk | 10 |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | Total Points | 50 |  |

**Comments:**

**Chapter 3: Location Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements**  **Chapter 3** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| Business Location | Clear, thorough analysis, clearly researched information  (20 points) | Somewhat clear, has a good understanding of required elements, missing a few.  (16 points) | Too vague, doesn’t examine the required elements. Evidence of little research or understanding.  (12 points) | 20 |  |
| Location Challenges | Clear, thorough analysis, clearly researched information  (10 points) | Somewhat clear, has a good understanding of requirements, missing a few.  (8 points) | Too vague, doesn’t provide required info. Evidence of little research or understanding.  (6 points) | 10 |  |
| Supporting Materials | Included ample materials to support information in chapter.  (10 points) | Include some materials to support information in chapter, but could have provided more.  (8 points) | Didn’t provide any supporting materials.  (6 points) | 10 |  |
| Site Selection Considerations woven into narrative of chapter | Includes at least 6 site selection considerations from textbook.  (10 points) | Included 2-5 site selection considerations from textbook.  (8 points) | Included 1 or less site selection considerations from textbook.  (6 points) | 10 |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | **TOTAL** | **50** |  |

**Comments:**

**Chapter 4: Management Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements**  **Chapter 4** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| Organizational  -Major areas  -Job Descriptions  -Organizational chart | Clear, thorough discussion, clearly researched information, chart is easy to follow  (20 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth, chart could be better organized  (16 points) | Too vague, does not demonstrate research or understanding of what is needed, chart is poor or lacking  (12 points) | 20 |  |
| Staffing  - Skills  - Compensation  - Benefits  - Training | Clear, thorough discussion, clearly researched information, well organized  (15 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth, some items not discussed fully  (12 points) | Too vague, does not demonstrate research or understanding of what is needed, several items not mentioned  (9 points) | 15 |  |
| Operational | Clear, thorough discussion, clearly researched information, well organized, included all applicable categories  (15 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth, some items not discussed fully  (12 points) | Too vague, does not demonstrate research or understanding of what is needed, several items not mentioned  (9 points) | 15 |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented.  (2 points deducted) | No resources cited OR resources are listed but not cited using APA style.  (5 points deducted) |  |  |
|  |  |  | Total Points | **50** |  |

**Comments:**

**Chapter 5: Marketing Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements**  **Chapter 5** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| Description of Products/Services | Clear, concise to the point. Covers each required element, excellent discussion. Thoroughly understands their product and/or service.  (7 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and describe more.  (5 points) | Too vague, does not demonstrate knowledge or understanding of what is needed  (3 points) | 7 |  |
| Target market and demographic profile | Clear, concise to the point. Covers each required element. Excellent discussion, demonstrates research and understanding as it relates to the topic. (7 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and provide more discussion or research. (5 points) | Too vague, does not demonstrate research or understanding of what is needed, doesn’t include all required elements. (3 points) | 7 |  |
| Competition analysis | Clear, concise to the point. Covers each required element. Excellent discussion, demonstrates research and understanding as it relates to the topic. (7 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and provide more discussion or research. (5 points) | Too vague, does not demonstrate research or understanding of what is needed, doesn’t include all required elements. (3 points) | 7 |  |
| Pricing Structure | Clear, concise to the point. Covers each required element. Pricing structure is feasible.  (7 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and provide more discussion. Pricing structure is okay but needs more work. (5 points) | Too vague, does not demonsrate research or understanding of pricing. Pricing structure is not feasible. (3 points) | 7 |  |
| Marketing Strategy | Clear, concise to the point. Covers each required element. Excellent discussion, demonstrates research and understanding. Strategies are current, diverse, inclusive, and realistic.  (8 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and provide more discussion or research. Strategies are okay but need to be more inclusive.  (6 points) | Too vague, does not demonstrate research or understanding of what is needed, doesn’t include all required elements.  (4 points) | 8 |  |
| Promotional budget | Clear, concise to the point. Covers each required element. Excellent discussion, demonstrates research and understanding.  (7 points) | Somewhat clear, has a good understanding of what is needed, could be more in depth and provide more discussion or research.  (5 points) | Too vague, does not demonstrate research or understanding of what is needed, doesn’t include all required elements.  (3 points) | 7 |  |
| Promotional materials | Includes all required promotional materials. Applicable to business, demonstrates understanding of business’ goals & objectives, target market and budget concerns.  (7 points) | Includes at least 2 of the required promotional materials which are applicable to business, demonstrates understanding of business’ goals & objectives, target market and budget concerns. OR includes all required elements but doesn’t fit the business idea, goals/objectives or target market.  (5 points) | None included or poorly executed.  (3 points) | 7 |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | Total Points | **50** |  |

**Comments:**

**Chapter 6: Financial Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements**  **Chapter 6** | **Excellent**  **(10 points)** | **Average**  **(7 points)** | **Fair**  **(5 points)** | **Possible Points** | **Actual Points** |
| Financial introduction: gives concise, yet detailed overview of what the reader will see in the spreadsheets.  Summarizes key expenses, revenue, funding and pricing issues. Explains funding. | Clear, concise, to the point, Gives overview of statements.  (6 points) | Same as financial summary, needs to be refined. (3 points) | Not included. (0 points) | 6 |  |
| Break-even analysis or pricing strategy: provides a logical narrative and mathematical summary of key pricing issues.  \*\**Included in financial introduction.* | Uses one of the pricing strategies to demonstrate break-even point for a key product or service. Narrative is clear, concise, and to the point. Mathematical summary follows a logical progression. (4 points) | Uses one of the pricing strategies to demonstrate break-even point for key product or service. Narrative is somewhat clear, but could use refining. Mathematical summary is present, but needs refinement. (3 points) | May use one of the pricing strategies to demonstrate break even point but narrative is confusing, lacks organization and the mathematical summary is either missing or doesn’t demonstrate understanding of pricing issues. (2 points) | 4 |  |
| Start-Up Budget; includes start up costs, business needs, equipment list, source of funding, projected 1st year revenue & expenses. | Includes all required elements, logically organized, no errors. Demonstrates research, understanding and analysis of business financial needs. | Includes most of the required elements, organized but could improve, several errors. Has an average understanding of what is needed, could have done more research and analysis. | Missing several of the required elements, organization could be better, errors are present. Doesn’t display an understanding of their business’s financial needs. | 10 |  |
| Income Statement: includes first year projected net sales, all expenses, well organized. | Includes all required elements, logically organized, no errors. Demonstrates research, understanding and analysis of business financial needs. | Includes most of the required elements, organized but could improve, several errors. Has an average understanding of what is needed, could have done more research and analysis. | Missing several of the required elements, organization could be better, errors are present. Doesn’t display an understanding of their business’s financial needs. | 10 |  |
| Cash Flow Analysis: includes all items from income statement with monthly projections. | Includes all required elements, logically organized, no errors. Demonstrates research, understanding and analysis of business financial needs. | Includes most of the required elements, organized but could improve, several errors. Has an average understanding of what is needed, could have done more research and analysis. | Missing several of the required elements, organization could be better, errors are present. Doesn’t display an understanding of their business’s financial needs. | 10 |  |
| Pro Forma Analysis:  Includes all items from income statement with a 3 year realistic projection. | Includes all required elements, logically organized, no errors. Demonstrates research, understanding and analysis of business financial needs. | Includes most of the required elements, organized but could improve, several errors. Has an average understanding of what is needed, could have done more research and analysis. | Missing several of the required elements, organization could be better, errors are present. Doesn’t display an understanding of their business’s financial needs. | 10 |  |
|  |  |  |  |  |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | Total Points | 50 |  |

**Comments:**

**Chapter 7: Feasibility Recommendation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements** | **Excellent** | **Average** | **Fair** | **Possible Points** | **Actual Points** |
| **Chapter 7** |  |  |  |  |  |
| What is your feasibility recommendation?  Used one of the 4 categories of decisions | Clear, concise, easy to understand, demonstrates knowledge and understanding of their business and clearly describes which category. (20 points) | Somewhat clear, could be more concise, could demonstrate a better understanding of their business, mentions category but doesn’t adequately describe. (16 points) | Not very clear or concise. Doesn’t demonstrate an adequate understanding of their business, no mention of category. (12 points) | **20** |  |
| Related information to all previous chapters | Clearly connects recommendation with all information from presented throughout feasibility study chapters. (15 points) | Somewhat clear, could be better. Needs to make more connections or stronger ones.  (12 points) | Not very clear, doesn’t demonstrate understanding, no connection with previous chapters.  (9 points) | **15** |  |
| Included information on ROI | ROI is clearly explained and is feasible. (15 points) | ROI is included, but not explained.  (12 points) | No ROI included.  (9 points) | **15** |  |
| Resources Cited | All resources cited correctly using APA style. (no points deducted) | At least 50% of resources are cited and properly documented. (2 points deducted) | No resources cited OR resources are listed but not cited using APA style. (5 points deducted) |  |  |
|  |  |  | **TOTAL** | **50** |  |

**Comments:**

**Total Points for Chapters= \_\_\_\_\_\_\_\_\_\_\_\_\_**

**ERRORS in assignment**

Spelling, grammatical, punctuation, capitalization, sentence structure, APA formatting, etc.

I will keep a tally of all errors as I grade the Feasibility Study.

**GRADING:**

10 or fewer errors: no points deducted

11-20 errors: 20 points deducted

21-30 errors: 30 points deducted

31+ errors: 50 points deducted

Total # of Errors= \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Points Deducted= \_\_\_\_\_\_\_\_\_\_\_

**General Requirements:**

• The Feasibility Study should be produced in Microsoft Word. Save document with “.docx” extension. Please do NOT use pages, rich text format, google docs links, or programs found on tablets. I will NOT accept these.

• 1” margins all the way around, 12 point font, double-spaced.

• APA formatting with running head and page numbers.

• Submit final copy in the appropriate assignment module in Blackboard, please save document as: yourlastnames.docx (or the name of your business)

GRADING:

Followed directions= no points deducted

Didn’t follow directions= 25 points deducted

Points Deducted= \_\_\_\_\_\_\_\_\_\_\_\_\_

**Total Points for Feasibility Study= \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Overall Comments:**