

# FEASIBILITY STUDIES

If you build it, will they come?



A feasibility study is an assessment of the practicality of a proposed project.

## HOW WE DO IT



### COMPETITIVE ASSESSMENT

- Utilize secondary sources & mystery shopping
- Collect competitive offerings, rates, & features
- Analyze competition



### CONSUMER RESEARCH

- Explore the buying process
- Includes key perceptions, preferences, & attributes that impact consumers' decisions



### DETERMINATION OF DEMAND

- Use statistics from market analysis, competitive assessment, & consumer research
- Estimate market potential & demand



### OTHER RMS SERVICES

- Satisfaction Surveys
- Mystery Shopping
- Focus Groups
- Brand Testing
- Image & Awareness Studies
- Needs Assessment
- In-Depth Interviews

CONTACT US TODAY TO CONDUCT A FEASIBILITY STUDY FOR YOUR NEXT PROJECT