Feasibility Analysis

Name

Professor

Course Tittle

Date

**Introduction**

Feasibility analysis is the deep search of the practicality of a plan strategy or design of a business. It is the process of finding sense in the plans which the business has going forward. Feasibility is used to validate the approaches to problems, assumptions or problems that are likely to face the business. A feasibility analysis test is essential to any business that needs to move forward with minimal naivety. The finding of sense in a product or service to be offered starts with the owners of the business. A business owner must trust their products is superior and can survive the market with certainty. An energy drink called happy is the product of discussion.

Industry and market feasibility-The energy drink market is a vast market with over a hundred brands of energy drinks. The brands range from the oldest being ten years old and the youngest being us as the newest entrant with two months in operation. The industry has many players which translate to a vast market that is diverse in its demands for the product. The energy drink happy seeks to satisfy the clients need in several ways. The product has several flavors of the same brand that clients can choose from.

Basing on the different flavors and customer feedback, the brand has the potential of claiming a 4% market share within the first year. The unique products being offered under the brand will attract more customers. The use of promotional pricing and penetration pricing will also increase the sales of the product. This clearly shows the profit potential of the business. . The Happy energy drink should be a big brand that should be allowed full potential under good management. The product clearly shows potential, the doubling of product sales and good customer feedback

Product feasibility- the presence of many players in the sector signifies the potential the unique brand, happy has in the sector. The product is safe and beneficial to the health of the consumers. It has passed various regulatory measures and safe for human consumption. The usage of the product has no time limitations and can be consumed as a fast food or part of a meal. The product is guarded as an intellectual property and competitors who wish to venture into the same are required to pay a royalty to the company (Farooq, 2020). The Happy energy drink is projected to grow any counterfeiters as the product has well explained details to differentiate it with the others. The company also has a good customer usage and feedback within the short time of operations.

Financial feasibility aims to address all the financial aspects that are dependent on the product. The extent to which a product is financially sound and attractive to venture. Financial feasibility is important in the drafting of several financial books of accounts (Bridges & Bridges, 2020). The product should be profitable to realize importance in product delivery. Happy energy drinks is on an upward trajectory in revenue streams with double sales in the second month of introduction. Good revenue flow is a good indicator for success in the business.

Entrepreneurial feasibility is the analysis of a business from the entrepreneur’s perspective. The entrepreneur should do a strength and weakness analysis of their own ability and see areas that need improvement for the benefit of the product. The entrepreneur’s weakness should be addressed through hiring of workforce (Bridges & Bridges, 2020). The complimenting of the weakness is a necessary growth factor. Happy energy drink should be stabilized through strategic hiring of employees.

Entrepreneurial feasibility bases its work on the management style and human resource management. An entrepreneur should ensure that there is sufficient workforce to help run the product and out compete the other products. A well-funded marketing tem, a good customer care office, a good public relations team, a well laid finance office and the legal team (Kolowich, 2020). The Happy energy drink has all these aspects that make the team at the company. The success the brand has had in the short operation period has been attributed to the strong team with good working ethics.

There are specific activities that need to be put into consideration before starting a business. The business should have a workable and realistic plan to successfully run (Kolowich, 2020). Hiring and firing aspects of workers, customer care department,finance aspects to keenly check the revenue streams, security of the employees and welfare of the employees. The aspects should be carefully highlighted and how they will be tackled for the success of the business.

Small businesses face very many obstacles that usually threaten the existence of the entire business. The problems include taxes that are sometimes quite high for the business to comply, the harsh economy that sometimes threaten the business (Kolowich, 2020). Small businesses also have a challenge of management of cash flow. Cash flow problems are attributed to poor accounting techniques. Government regulation can be an issue for small business. Stiff competition can easily put small business out of operations.

**Conclusion**

The happy energy drink is a fast food drink that is new in the market. The product has different flavors and is focused on capturing a good market share. The product has unique brands and the customers are embracing the product. A look into the feasibility of the brand helps analyze the strengths and weaknesses that affect the business. Feasibility of a brand has been broadly categorized into; industrial and market feasibility that looks into the production and marketing, the product feasibility which focuses on the reception of the brand by the market, financial feasibility that focuses on the revenue streams and entrepreneurial readiness that analyses the workforce

References

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