

Silk & Leather

Market Viability Template

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|  | **Opportunity 1** | **Opportunity 2** | **Opportunity 3** |
| **Market size***Is the market large enough to accommodate your product? Is there any room for growth?* |  |  |  |
| **Target audience***Can your target audience afford to buy your product?* |  |  |  |
| **Competition***Who are the other important retailers in your market? How can you compete with them?* |  |  |  |
| **Future profitability** *Consider how the following may impact the profitability of your business in the future:** *Growth and target market*
* *Per capita income*
* *Birth and migration rates*
* *Investments in the geographical area*
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| **Financial feasibility** *How does the current financial status support uptake of these opportunities?*  |  |  |  |
| **Supply chain support***How does the current supply infrastructure support this opportunity?* |  |  |  |
| **Cost of entry***How will the following affect each option?** *Leasing costs*
* *Storage costs*
* *Hiring costs*
* *Insurance costs*
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