Logo

Description automatically generated

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* |  |  |  |
| **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* |  |  |  |