



Entrepreneurship & Small Business: Feasibility Studies

Q: What is a Feasibility Study?

A: A Feasibility Study is a first step in exploring a new business idea. It can be instrumental in flushing out a business idea, as well as determining if further investment into the idea is warranted. In short, it provides a framework by which a “go” or “no-go” decision can be reached. Additionally, a well-rounded feasibility study can serve as a solid foundation for a full-fledged business plan.

Q: What is the difference between a Feasibility Study and a Business Plan?

A: A Feasibility Study serves as a vetting process for a hypothetical business idea. It serves to give the prospective business owner a realistic view of the overall market, how different business models may work within that market, and, at its conclusion, provides an early opportunity to exit from an unrealistic business venture. In contrast, a Business Plan puts ideas into action. A Business Plan is a working document that provides a three-to-five year roadmap.

Q: Are Feasibility Studies expensive?

A: Honest answer: it depends. Complex business ventures require complex investigation into the feasibility of the project. Luckily, most entrepreneurs do not require a complex, investigative study; however, this does not mean that this step is not important; rather, it means only that the study need not be as extensive. Keep in mind, however, that a thorough study will yield better decision-making power - saving you time and money.

Q: Where do I go for help with my Feasibility Study?

A: The [UW-Whitewater Small Business Development Center](#) can help you with the creation of your feasibility study. In addition, there are a variety of Feasibility Study supports that can be found online.