

TECHNICAL, COMMERCIAL AND FINANCIAL FEASIBILITY

Once the business idea has been generated and evaluated, it is necessary to continue with the next step, which is the creation of the business plan, which consists of a series of steps that are vital for any project. These steps define the feasibility of the venture and are composed of technical, commercial and financial study.

The first thing that is needed is to answer the following questions:

To whom am I going to sell my product or service? / Who will be my potential client?

Is it possible to manufacture the product? / do I have the capacity to offer the service?

How much will it cost me to carry it out? / How much will my earnings be?

It is necessary to have our idea well defined, to have clarity in the process, to avoid that it is difficult to understand by other people.

The next thing is to define who your customers will be, for which the following questions can be used: To whom will I offer my product or service? Where are the clients located? Do you have access to them? How scattered are customers? Is there enough market? Will customers want to pay for that product or service? and What is the approximate price handled by similar products? With these questions, the necessary answers will be obtained to prepare the market study, in which it is necessary to deepen in knowing what the prospective clients really want.

The second study is the technical one, where it is defined whether it will be possible to manufacture the product or offer the service, for which it is important to ask the following: How is the manufacturing process? What type of personnel is it necessary to hire? What skills, attitudes, knowledge and experiences should staff have? Can staff be hired locally? Will it be necessary to train him? What raw material or supplies are required? Are there providers?

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Is there enough raw material to receive supply? What machinery and equipment is required, where to get it and at what price? Do you have the capacity to invest in equipment? These questions allow us to know the technological requirements and the human resources necessary to operate the business.

The next study is the financial feasibility of the business idea, where you must define how much it costs to manufacture, produce or provide the product or service and if it will be possible to obtain profitability, in general this study establishes what your marketing, sales and production costs will be. (This refers to the costs of selling and manufacturing the product) also allows establishing an approximate projected income and also the difference between income and costs to determine if there are positive or negative returns.

The answer obtained from the financial study defines the type of performance that will be obtained. If it is positive, a more in-depth investigation is carried out, but in the event that it is negative, it must be rejected immediately, to avoid wasting time and money. .

When a business idea is not feasible when carrying out the different studies, there is no problem because in this way ideas that are not feasible are discarded, on the contrary, if the idea passes the filters successfully, you can safely proceed to apply the business plan.

Referencia

Palacio E. (2011) *Tres estudios para determinar la factibilidad de tu idea de negocios*. [Three studies to determine the feasibility of your business idea]

<https://crearunaempresaya.wordpress.com/2011/03/07/tres-estudios-para-determinar-la-factibilidad-de-tu-idea-de-negocios/>