

How big is your market? What does it cost to reach them? How many will you sell? What's the bottom line?
 This analysis is designed to provide a quick overview of your market potential as well as a reality check for your business plan.

Market Feasibility Analysis

Mail List Source	Pro CD
Average Unit Cost	\$9.00

1	2	3	4	5	6	7	8	9	10
Customer Type	SIC Code	Available Number of Resellers	Projected % Market Penetration	Resellers Selling our Product	Units Sold per Month	Total Units Sold per Month	Average Selling Price	Projected Revenue	Cost of Goods
Distributors		3	100%	3	1,000	3,000	\$49	\$147,000	\$27,000
Retail Store Chains		7,920	37%	2,930	2	4,396	\$49	\$215,384	\$39,560
Independent Resellers		2,500	50%	1,250	1	1,250	\$55	\$68,750	\$11,250
Catalogs		12	40%	5	50	240	\$49	\$11,760	\$2,160
Associations		500	3%	15	5	75	\$79	\$5,925	\$675
				0		0		\$0	\$0
				0		0		\$0	\$0
				0		0		\$0	\$0
Total		10,935	2	4,203	1,058	8,961		\$448,819	\$80,645

Notes: The following legend references each of the above columns and describes their contents.

- 1) The potential types of resellers who will resell our products / services
- 2) Standard Industrial Classification numbers can be useful for analysis and mail list acquisition
- 3) From a catalog of mailing lists, this is the number of potential resellers who could buy our product... we can directly promote to them via dire
- 4) The percentage of resellers we think will respond to our advertising and sales efforts.
- 5) Given the number of available resellers and the percentage who will resell our products, this is the calculated number who actually sell for us.
- 6) The average number of units we think each reseller will sell every month.
- 7) Number of resellers selling our product X the average number of units sold each month
- 8) The average price at which we sell to this Customer Type
- 9) Total Units Sold per Month X our Average Selling Price
- 10) Average Unit Cost X Number of Units Sold
- 11) Factor in your estimated marketing costs per Customer Type or take your numbers directly from your accounting reports
- 12) Calculated costs of marketing

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