

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	11	12	
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	Costs of Marketing	Costs of Marketing	Gross Profit
Distributors		3	100%	3	1,000	3,000	\$49	\$147,000	\$27,000	10%	\$14,700	\$105,300
Retail Store Chains		7,920	37%	2,930	2	4,396	\$49	\$215,384	\$39,560	20%	\$43,077	\$132,747
Independent Resellers		2,500	50%	1,250	1	1,250	\$55	\$68,750	\$11,250	25%	\$17,188	\$40,313
Catalogs		12	40%	5	50	240	\$49	\$11,760	\$2,160	40%	\$4,704	\$4,896
Associations		500	3%	15	5	75	\$79	\$5,925	\$675	20%	\$1,185	\$4,065
				0		0		\$0	\$0		\$0	\$0
				0		0		\$0	\$0		\$0	\$0
				0		0		\$0	\$0		\$0	\$0
<b>Total</b>		10,935	2	4,203	1,058	8,961		\$448,819	\$80,645	18%	\$80,853	\$287,321

**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 direct mail.
- 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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