

Instructional Scenario

Feasibility Study: Expanding a Business



Course/Duty Area: Business Management/Conducting Business Operations

Scenario:

Korey owns a successful fruit stand and is considering adding a smoothie bar at the same location. He is already familiar with food distribution and thinks that there is a need for a healthy alternative to the local fast-food restaurants that keep coming into town. He has heard the term *feasibility study* but has no clue what a feasibility study is. Korey needs help determining if expanding his business to provide smoothies and other healthy options would be profitable and what resources he would need for this expansion. He has contacted your firm and hired you as a business consultant to help him through this decision-making process.

Big Question:

How would a feasibility study help Korey decide whether to expand his fruit stand business?

Focused Questions:

- What is a *feasibility study*?
- What is the difference between a feasibility study and a business plan?
- What are the five main aspects of a feasibility study?
- What elements can be determined from the analysis of a feasibility study?

Student Project:

Assignment, Part 1:

Students are to imagine that they have been hired by Korey as a business consultant. Divide students into groups of three or four and give each group five sticky notes. Students should consider the five main aspects of a basic feasibility study (technical, economic, financial, legal, and environmental) and brainstorm five questions that they will ask Korey about his business at their first consultation. Each question should be open-ended (who, what, where, when, why, and/or how) and should relate to each of the five aspects discussed.

After students have had 10 minutes to brainstorm and complete their questions, a representative for each group will bring the sticky notes with their questions and organize them by aspect at a place that the instructor has designated. The instructor will share the questions presented for each aspect and lead the class in discussing how the question relates to the respective aspect of a feasibility study.

Assignment, Part 2:

Korey has decided to expand his business and add a smoothie bar to his fruit stand location. Each student is to write a two-to-three-paragraph response with recommendations for Korey. The recommendations are to include suggestions that incorporate each of the five aspects of the feasibility study. Students are to make their suggestions relevant and realistic regarding their hometown.

Project-Based Assessment:

Assessment Rubrics:

Assignment Part 1 – Formative Assessment:

Criteria	Did Not Participate 0 points	Minimum Participation 1-4 Points	Good Participation 5-9 Points	Exceeds Expectations 10 Points	Total Points Max 20
Student was observed offering thoughtful input to group when brainstorming all 5 questions.					
Student participated in the classroom discussion with thoughtful responses and/or questions to support extended learning.					

Assignment Part 2 – Summative Assessment:

Criteria	Did Not Attempt 0 Points	Minimal Attempt 1-4 Points	Good Attempt 5-9 Points	Exceeds Expectations 10 Points	Total Points Max 50
Student wrote a minimum of 2-3 complete paragraphs, with a minimum of 0-3 grammatical and spelling errors.					
Student gave at least 5 thoughtful suggestions relating to the 5 aspects of a feasibility study (1 suggestion per aspect).					
Suggestions were developed and clearly stated with the dynamics/demographics of the local town in mind.					
Student's writing displays a clear understanding of the 5 aspects of a feasibility study.					
Assignment was completed and submitted by the stated due date.					

Teacher Resources:

- [Investopedia Article: Feasibility Study](#)
- [YouTube: Do you need a Feasibility Study or a Business Plan?](#)
- [Example of Feasibility Study Fillable Worksheet - Mohave Community College SBDC](#)
- [YouTube: How To Conduct a Feasibility Study](#)

Scenario submitted by Rhonda Burnette, Floyd County High School, Floyd County Public Schools