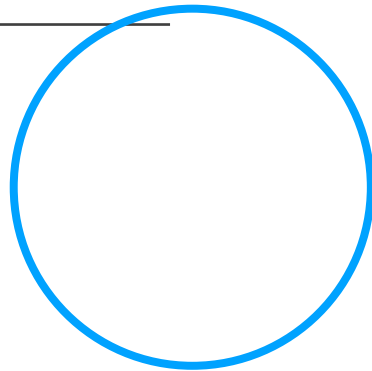


FEASIBILITY STUDY

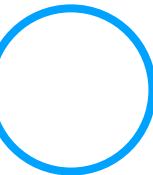
ADI SUSILO





1. INTRODUCTION

Explain why you want to start a business? 1-2 pages





2. MACROECONOMICS ANALYSIS



a. Economics analysis

- Identify and explain macroeconomic factors that influence your business sector
- Economic analysis => economic growth graphic
- Demographic analysis => demographic graphic

b. Socio-cultural analysis


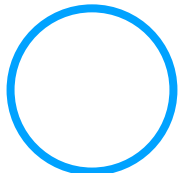
c. Regulation analysis



d. Technology analysis

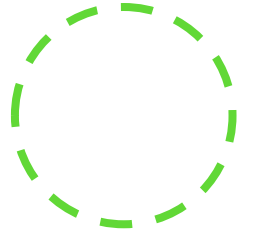


3. SWOT ANALYSIS

- a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
- 
- 



ASSIGNMENT



1. Introduction

2. Macroeconomic Analysis

- a. Economic
- b. Socio-cultural
- c. Regulation
- d. Technology

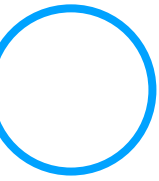
3. SWOT Analysis

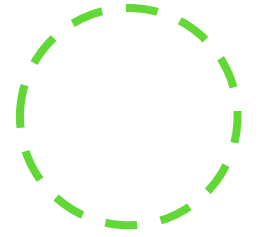
- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats



4. Marketing Aspect

- a. Segmentation
- b. Targeting
- c. Positioning





QUESTIONS

