



IACBE Region 3 Southern Regional Conference Students Competition Feasibility Study on Expressed Health Spine and Wellness, Rock Hill, SC.

As part of the IACBE Region 3 Southern Regional Conference, your team will engage in a group marketing feasibility study for Expressed Health Spine and Wellness, located in Rock Hill, SC. This project aims to provide your team with hands-on experience in evaluating the market potential, competitive landscape, and financial viability of this business. You will have 4 days to complete the study, which will culminate in a final presentation. Please review the detailed instructions for the project below:

Project Overview

Objective: Conduct a feasibility study for Expressed Health Spine and Wellness, focusing on market potential, competitive landscape, and financial viability.

9/30/2024 Day 1: Kickoff and Research Planning

Morning: Kickoff Meeting

1. Define Objectives:

- Discuss the team goals for this feasibility study. What specific product/service are you evaluating at Expressed Health Spine and Wellness, and what are the key questions you need to answer (e.g., market potential, competitive landscape, financial feasibility)?

2. Assign Roles:

- Project Manager: Oversees progress and coordinates team efforts.
- Market Researcher: Handles market and industry data collection.
- Competitive Analyst: Focuses on competitor analysis.
- Financial Analyst: Manages financial data and projections.
- Report Writer: Compiles and writes the final report.
- Presentation Designer: Creates the presentation slides and ensures visual consistency.

Afternoon: Research Planning

1. Develop Research Plan:

- Secondary Research: Identify and list reliable sources such as industry reports, market research studies, and public databases.



- Sources: Utilize resources like Statista, IBISWorld, industry-specific reports, government publications, and academic journals.

2. Create a Research Outline:

- Market Analysis: Market size, growth trends, customer demographics.
- Competitive Analysis: Major competitors, their strengths and weaknesses, market share, and strategic positioning.
- Financial Analysis: Cost estimates, revenue potential, and profitability projections.

10/1/2024 Day 2: Data Collection and Analysis

Morning: Market and Industry Data Collection

1. Market Analysis:

- Gather Data: Use online databases and industry reports to find information on market size, growth trends, and customer demographics.
- Summarize Findings: Create a summary of the current market landscape, including key statistics and trends.

2. Industry Trends:

- Identify Trends: Look for emerging trends, technological advancements, and regulatory changes that could impact the market.
- Evaluate Impact: Assess how these trends could affect the feasibility of the product/service.

Afternoon: Competitive Analysis

1. Competitor Research:

- Identify Competitors: List major competitors and gather information on their products, pricing, market share, and positioning.
- Analyze Strategies: Review competitors' business models, strengths, weaknesses, and strategic advantages.

2. Competitive Summary:

- Competitive Positioning: Determine where your product/service stands relative to competitors.

- Identify Opportunities and Threats: Highlight potential opportunities and threats based on the competitive landscape.

10/2/2024 Day 3: Feasibility Assessment and Report Drafting

Morning: Feasibility Assessment

1. Market Viability:

- Demand Analysis: Evaluate market demand and customer needs based on the collected data.
- Market Gaps: Identify any gaps in the market that the product/service could fill.

2. Competitive Position:

- Strategic Fit: Assess how well the product/service can compete in the current market.
- Barriers to Entry: Identify any barriers to entry and how they could be overcome.

3. Financial Feasibility:

- Cost Estimation: Estimate costs related to production, marketing, and operations.
- Revenue Projections: Develop revenue forecasts based on market potential and pricing strategies.
- Profitability Analysis: Calculate potential profitability and perform a basic break-even analysis.

Afternoon: Report Drafting

1. Compile Findings:

- Market Analysis: Summarize market size, growth trends, and customer insights.
- Competitive Analysis: Present key insights on competitors and market positioning.
- Financial Feasibility: Include cost estimates, revenue projections, and profitability analysis.

2. Draft Recommendations:

- Strategic Advice: Provide actionable recommendations based on the feasibility study.
- Next Steps: Suggest further actions or strategic decisions.

Evening: Finalizing Report and Presentation

Final Report Preparation

1. Refine the Report:

- Edit and Review: Ensure the report is clear, concise, and free of errors. Include visual aids like charts and graphs to illustrate key points.
- Formatting: Make sure the report is professionally formatted and well-organized.

2. Prepare Presentation Slides:

- Slide Structure:
 - Introduction: Objectives and scope of the study.
 - Market Analysis: Key insights and data.
 - Competitive Analysis: Summary of competitors and market positioning.
 - Financial Feasibility: Cost estimates, revenue projections, and profitability.
 - Recommendations: Strategic advice and proposed actions.
- Design: Create visually appealing slides with consistent branding and layout.

Presentation Rehearsal

1. Practice Delivery:

- Team Rehearsal: Conduct a practice session where each team member presents their part of the report.
- Feedback: Provide constructive feedback and refine delivery as needed.

2. Finalize Presentation:

- Adjust Slides: Make final adjustments based on rehearsal feedback.

- Prepare for Q&A: Anticipate potential questions and prepare answers.

10/3/2024 Day 4: 8:30 AM Preparations Final Presentation

Final Review

1. Conduct a Final Review:
 - Review: Go through both the report and presentation one last time to ensure everything is polished and ready.
 - Prepare Materials: Ensure that all materials are prepared for the presentation, including handouts or additional resources if necessary.

9:30 AM Final Presentations Start

1. Introduction:
 - Present the objectives of the feasibility study and the scope of the analysis.
2. Findings:
 - Share key insights from the market analysis, competitive analysis, and financial feasibility.
3. Feasibility Assessment:
 - Discuss the viability of the product/service based on the collected data and analysis.
4. Recommendations:
 - Provide actionable recommendations and outline next steps based on your findings.
5. Q&A:
 - Open the floor for questions and provide detailed answers based on the study.