

Feasibility Analysis Reading List

1. Feasibility Analysis Overview
<http://www.smallbiz1.com/feasibility-analysis.html>
2. USDA Rural Development Guide: A cooperative feasibility study guide
www.rurdev.usda.gov/rbs/pub/sr58.pdf
3. Starting a Small Business: The Feasibility Analysis
msuextension.org/publications/.../MT199510HR.pdf
4. Business Feasibility Study Outline
http://www.rochester.edu/entrepreneurship/pdfs/Business_Feasibility_Study_Outline.pdf
5. Conducting a Feasibility Analysis and Crafting a Winning Business Plan
http://www.prenhall.com/behindthebook/0132294389/pdf/Zimmerer_CH04.pdf

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1. Gross Margin and operating expense data for the retail industry
www.census.gov/retail/
2. Operating Activity and expense data for retail, manufacturing, service, and wholesale business from the U.S. Economic Census
www.census.gov/econ/index.html
3. Industry margin and other ratio data (Institute for Finance & Entrepreneurship)
http://www.financewithoutfear.com/free_resources.html
4. Industry research data (Butler Consultants)
<http://research.financial-projections.com/IndustryStats-Name.html>
5. Operating and Net Margins by Sector (NYU Stern School)
http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/margin.html
6. Comparative Industry Data (NYU Stern School)
http://pages.stern.nyu.edu/~adamodar/New_Home_Page/data.html