Perform and submit a feasibility analysis on the following business, remembering to do primary or secondary research to support your decisions, and include information about the research in your appendix section. Note that we cover feasibility analyses in week 3; this is being posted early so you fully understand the assignment, get started and plan accordingly. Meal Planning Company You are preparing to open a new small business: a meal planning and delivery company - but with a twist. YOU need to research meal prep companies and come up with the twist: that is, a competitive advantage over the companies in the marketplace today. Description and details of the business: As a meal planner, you would: Interview your customers as to their likes/dislikes/allergies Create a list of ingredients Create step-by-step recipes for your customers to follow Explain the nutritional value of the meals to educate your customers Explain to them how they are saving money by sticking to your meal plans Purchase the necessary ingredients Prepare and package all the necessary ingredients for each meal Deliver the uncooked, prepared ingredients to your customers You realize you need to create a feasibility statement, formatted such as the template shown below, or others you may find on the web. Your feasibility analysis should consist of: No fewer than 7 Word pages, double-spaced, in a 12-point font (plus a title page for the assignment and any appendices you wish to attach. A section for each of the following (listed below) with appropriate header. Market research and demographic research Ideas / pricing / etc that you come up with (and explain in your paper) Be sure to integrate your competitive advantage: that which you will offer that other meal companies do not. Consider that it could be to a particular audience; a particular type of meal; add-ons; pricing differentiation - and more. Really think creatively here: who could you serve (or what could you serve) that is not already being addressed by another company? Be SURE to identify it clearly. Remember this is your proposed business so you have the liberty of making decisions / assumptions (that you explain) and you may make decisions about the company (such as the type of food, etc) and so on. Plan that the business will start up in Troy MI (research hint!) without a storefront: you may begin it from your home. Feel free to name your business. Hint: get ideas from existing companies of costs (etc). Please include the following sections: Executive Summary Table of Contents Introduction of Product or Service Technology Considerations Market Environment - Demographic Data Industry Information Competitive Analysis Financial Projections Go/No-Go (Feasibility) Recommendation Appendices (data sources) You may find the following site helpful: http://bestentrepreneur.murdoch.edu.au/Business\_Feasibility\_Study\_Outline.pdf Keep in mind, not everything on the site above will apply in your case.