

WORKSHEET 25: FEASIBILITY AND RETURN ON INVESTMENT	
FEASIBILITY STEP	RESULTS
1. Determine Total Market Potential	
2. Calculate Market Share (Sales)	
3. Cost of Building, Fixtures, Equipment	
4. Estimate Cost of Merchandise	
5. Calculate Operating Expenses	
6. Budget for Other Expenses	
7. Subtract Expenses from Sales	
8. Calculate Return on Investment	
9. Make Your Go/No-Go Decision to Complete a Business Plan	