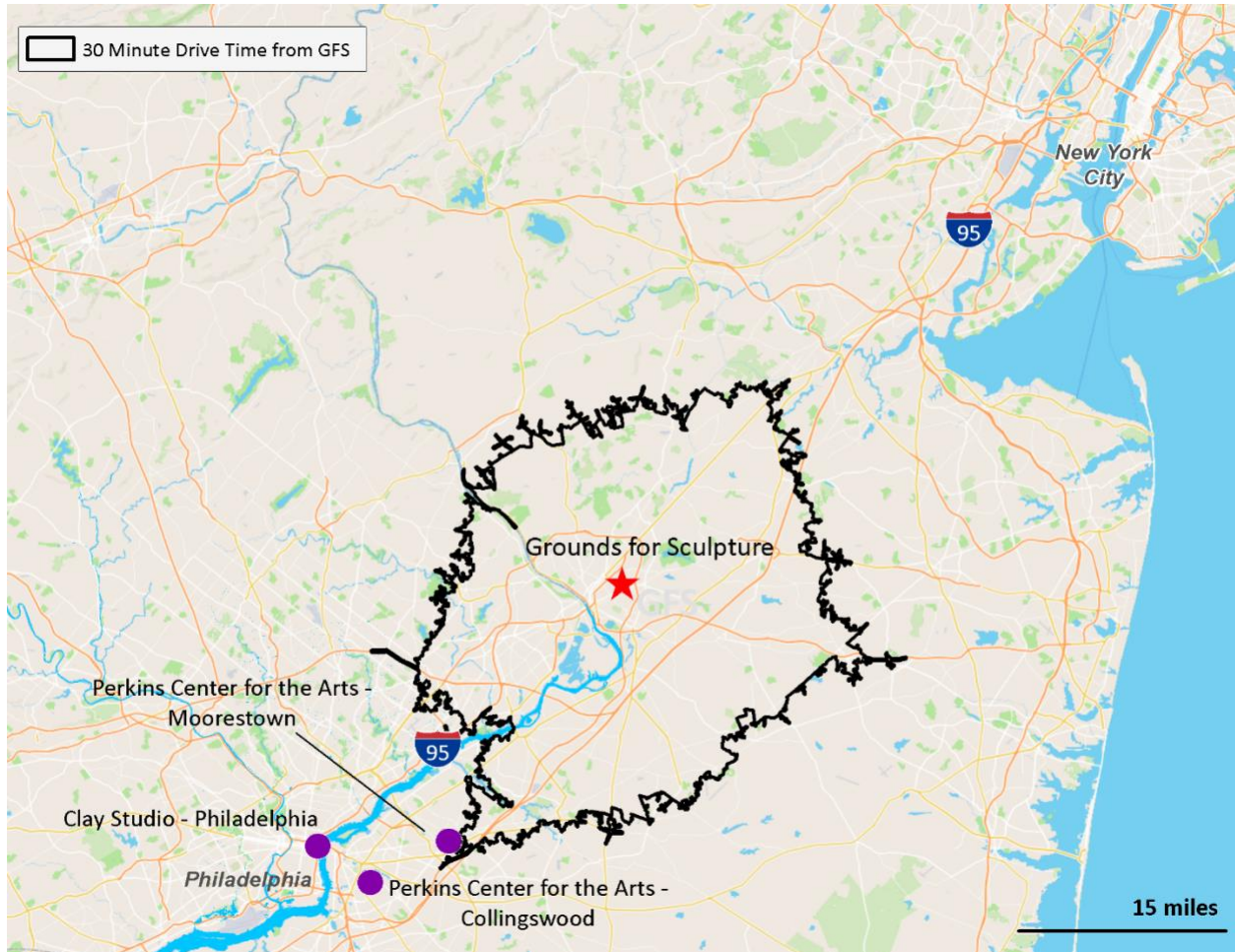


Feasibility Analysis Components - Overview

Econsult Solutions, Inc. (ESI) was hired by Grounds for Sculpture (GFS) to produce the following feasibility analysis components in support of GFS's proposed ceramics studio:

1. Mission framework reference guide – A taxonomy of potential business models that GFS can use to prioritize different objectives and assess possible ways forward.
2. Customer archetype analysis – Descriptions of and commentary on three audience groups GFS intends to serve through its new ceramics studio (see Figure 1 below).
3. Competitor landscape analysis – Descriptions of three nearby competing ceramics studios with attendant identification of market opportunities for GFS.
4. Interactive pro forma model – High-level financial implications tool that can be loaded with various inputs, drivers, and assumptions to estimate effects on ongoing revenues and expenditures.
5. Case-making report – Synthesis of key findings above to assert how the proposed ceramics studio will be most successful.

Figure 1: Customer Archetype Analysis Boundaries (30-minute drive time from GFS)



Source: Econsult Solutions (2021)