

Feasibility Plan Customer Survey

Prepare a questionnaire to survey at potential customers to determine the level of interest in the product or service. What do they purchase now and how do they decide what to buy? Are they satisfied with the current offering in the marketplace? What product/service features are desired? How much would they be willing to pay (need to be careful how you phrase this question)? Etc.

Prepare a summary of your conclusions based on the survey results. What are the demographics and psychographics of the target market? Etc.

Q1.

Q2.

Q3.

Q4.

Q5.

Q6.
Etc.