Feasibility Analysis, I​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​ntroduction "A feasibility analysis is a chance to open your eyes, ask yourself some very tough questions, then check to see whether your idea, as originally conceived, needs to be modified, refocused, or changed dramatically. (Or perhaps even scrapped altogether.)" (Abrams, as cited in Scarborough & Cornwall, 2015, p. 237). Overview With this assignment, you will be addressing the fundamental question: Does this business have profit potential? Instructions Referring to the same business you started or purchased in the first assignment, write a 3–4 page paper in which you: Conduct a feasibility analysis in which you research: Industry and market feasibility. Product or service feasibility. Financial feasibility. Entrepreneurial readiness. Based on your assessment, does the business idea need to be modified, changed significantly, or abandoned? (Note: If you abandon the business idea, ​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​then you will need to select and analyze a new business that has profit potential.) Include at least two references that don't include the textbook. This course requires the use of Strayer Writing Standards. For assistance and information, please refer to the Strayer Writing Standards link in the left-hand menu of your course. Check with your professor for any additional instructions. The specific course learning outcome associated with this assignment is: Analyze a business plan to determine feasibility. By submitting this paper, you agree: (1) that you are submitting your paper to be used and stored as part of the SafeAssign™ services in accordance with the Blackboard Privacy Policy; (2) that your institution may use your paper in accordance with your institution's policies; and (3) that your use of SafeAssign will be without recourse against Blackboard Inc. and its affiliates. \*\*\*Do not plagiari​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​ze\*\*\*