

# Growth/Project Appraisal

ITEM	EXCELLENT (5)	ABOVE AVERAGE (4)	AVERAGE (3)	BELOW AVERAGE (2)	POOR (1)	YOUR POINTS
INVESTMENT NEEDED	None	Minimal	Moderate	Considerable, but feasible	Very high	
AVAILABILITY OF MONEY	Abundant	Easily obtainable	Obtainable at high interest	Difficult to obtain	Impossible to obtain	
PAYBACK PERIOD	Less than 2 years	2 to 3 years	4 to 5 years	6 to 7 years	8 or more years	
ESTIMATED PROFIT (before taxes)	Over 20%/year	10-19% per year	6-9% per year	3-5% per year	2% or less per year	
OPERATING COSTS	Significantly lower than current	Slightly lower than other current costs	About the same as other current costs	Slightly more than other current costs	Considerably higher than current costs	
TECHNOLOGY INVOLVED	Fully familiar	Requires some study	New, but can be mastered	Requires much new learning	Totally unfamiliar	
PERSONNEL SKILLS REQUIRED	Present staff can handle	Present staff can be trained	May need some new personnel	Need some new skilled people	Need all new personnel	
SPACE REQUIRED	Present space more than adequate	Present space is adequate	Can squeeze in present space if need be	Must add to present space	Must move to new quarters	
MARKET STABILITY	Definitely leads to repeat orders	Excellent chances for repeat orders	50-50 chances for repeat orders	Little chance of repeat purchases	"One-shot" only	
COMPETITIVE SITUATION	No known competition	Some minor competitors	Several active competitors	Many active competitors	Might be out- classed by the entrenched competition	



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Jasper Welch  
970-259-1000 • jasper@fone.net



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SOURCE: INSTANT PRINTER