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Product Line Feasibility Study

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses whether to add a product category (e.g. tiles showroom, paints, plywood) to your business — demand, investment, margin, space and working-capital fit — with a go/no-go. Use it before expanding your range. For overall category strategy use the Product Range & Category Plan.

Purpose of this tool & output

Check if adding a category will pay

How the output is used

Use it to check if adding a category will pay — the demand, margin, working-capital and space it needs against the return it brings.

Who should vet it

Your accountant or an experienced dealer, to sanity-check the margin and working-capital assumptions for the new category.

Important cautions

Higher-margin categories (tiles/paint) need display investment and slower-moving stock; confirm working-capital fit.

Companion documents

- Building Materials Business Setup Guide
- Building Materials Business Plan
- Brand Dealership Acquisition Kit
- Location & Catchment Analysis
- Store Organisation & Roles Planner
- Multi-Branch / Expansion Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.