

Agency Feasibility Study

Marketing & Advertising

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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

Assesses the feasibility of your agency concept — market demand, competition, break-even, capacity and key risks — with a go / refine / no-go verdict. Use it before committing. For the full plan use the Agency Business Plan.

Purpose of this tool & output

Pressure-test whether your agency idea will work

How the output is used

Use it to pressure-test whether your agency idea will work — the demand, pricing and cost economics before you commit.

Who should vet it

An experienced agency owner or mentor, to sanity-check the demand, rate and cost assumptions before you invest.

Important cautions

Indicative; based on the inputs given.

Companion documents

- Marketing Agency Setup Guide
- Agency Business Plan
- Agency Positioning Statement
- Service Productization Planner
- Agency Niche Selector
- Agency Operations SOP

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.