**Memorandum**

To: TCOM 3302

From: Mike Duncan

Subject: Feasibility Report Tips

Date: 10/24/22

I have written this memo to give you some basic guidance on writing a feasibility report.

Feasibility reports are a type of “recommendation report,” which your book discusses starting on p. 123. The major difference is that while feasibility reports do end with a “recommendation,” this recommendation is filtered through the somewhat fuzzy concept of “feasibility,” which concerns whether the recommendation has a reasonable chance of success. Different writers will treat the concept of “feasibility” differently, but **for this class, a “feasible” idea is one that could work, plausibly, given certain reasonable parameters.**

Feasibility reports are usually requested when an individual or company is about to make a large, expensive decision with long-term consequences, and the cost of preparing the report (which may recommend “no”) is negligible compared to the cost of making the wrong call.

**Overall Structure**

Feasibility reports have the following sections:

* Memo of Transmittal
* Title Page
* Table of Contents
* Abstract
* Executive Summary (or Summary)
* Introduction
* Methodology
* Results
* Discussion
* Recommendations
* (optional) Back Matter (Works Cited, Tables, etc)

Start all these sections on separate pages, using page breaks, so you can see the logical movement between each section. Use double-spaced, bolded headings in 14 Arial and single-spaced 12 Times New Roman in paragraphs. This is not the law, but it will keep you out of trouble.

For the scenarios in this class, 10-12 pages is about the right length.

Graphics are not required, but feel free to include some for clarification. A reasonable rule of thumb is one graphic for every 2.5 pages–just enough to break up the monotony of text.

I will look the most closely at the executive summary when grading. It is your entire report in a nutshell, on one page. If it is good, the rest of the report will shine.

**Title Page**

This should include your names, the date, and the title of the report, formatted as you wish.

**Table of Contents**

The TOC should list all sections after it. Do not list the TOC on the TOC!

**Abstract**

The abstract is a one-paragraph summary of your entire report, written for an audience of people searching through similar reports using keywords. It should summarize each major section of the report with one sentence each and include your feasibility recommendation. You should also provide a list of at least four keywords.

**Executive Summary**

The executive summary is a one-page summary of the entire report. It is a bit like the abstract, but it has a different audience – a decision-maker who does not have the time to read the entire report. You are not restricted to following the report in order when writing the executive summary but be sure to include your feasibility recommendation.

**Introduction**

The introduction is a 1–2 page summary of the report, but it is different from the abstract and executive summary. Here, you are writing for an audience that wants to read the entire report, so you can take your time summarizing each section. I advise one paragraph for each of the following sections. Include the feasibility recommendation.

**Methodology**

This section details the methods you followed when collecting data. It can be brief.

**Results**

This is where you put all your data that you have gathered. This includes interviews, surveys, books you’ve read, information from the web, etc.

You should **NOT** analyze the data here; instead, list it by category using subheadings.

**Discussion**

This is where you analyze the data you gathered; in other words, this is where you decide what the data in the previous Results section means. A straightforward way to talk about the pros and cons of specific courses of action, always backing up your argument with data from the Results section.

Your discussion should be at least a page. Do not make a recommendation, yet, though – and do not introduce any new data. If you find yourself mentioning new data, put it in the Results section.

There should be **NO NEW DATA** in Discussion. This is a very common mistake that you should avoid. If you mention new data in Discussion that is not in Results, move it back to Results.

**Recommendations**

This last section should be one paragraph and contain your feasibility recommendation. Whatever you decide, it should not come as a surprise. Everything in the previous sections of the report, especially Results and Discussion, should point logically and reasonably toward your recommendation.

**Back Matter (Works Cited, Tables, etc)**

All other documents that need to be included can go in Appendices. Use letters to keep them separate: Appendix A, Appendix B, etc.