Feasibility Study Report
For
Paper Towel Brands

Project by: Marco, Chris, Bailey, and Cody
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Introduction

There are many brands of paper towel on the market today and it is difficult to determine which brand is the best product available. Choosing the wrong paper towel leads to loss of money, frustration, and potentially dirty households. For this reason, the feasibility of common paper towel brands on the market will be tested. The selected brands will be tested on five categories: absorbency, texture, price, quantity, and appearance/presentation. The purpose of this feasibility report is to thoroughly explain the categories each brand is being tested under and the methods used to prepare this report, explain the data found in this study and apply it to the selection of a proper paper towel, and recommend the best paper towel brand for sale.

Categories

1. Absorbency
   What is the amount of liquid each paper towel can hold? The paper towel should absorb a fair amount of liquid in order to clean dirty surfaces and ease the life of the consumer.

2. Texture
   How does the paper towel feel? The proper paper towel feels smooth to the touch instead of rough.

3. Price
   How much does it cost? A good paper towel provides a good service at an affordable rate

4. Quantity
   How much is in each roll? The number of sheets in a roll of paper towels is vital when choosing a brand. Knowing how much you are paying for is important.

5. Presentation/Appearance
   How is the product being advertised? Paper towels should have an appealing look to them to draw the consumers’ attention and make them want to purchase the product.

Method

To collect the necessary information to gather the data on the paper towels, basic tests were conducted on the sample pool of paper towel brands. For presentation/appearance category, a test group of 4 people took a survey and rated each brand. For the texture category, 5 groups of 10 people took a survey and rated each brand for its overall feeling. A scale of 1-5 was used to organize the brands from best to worst with 5 being the best rating and 1 being the worst rating. For the absorbency category, about 30 mL of liquid was poured on one sheet of paper towel. Using the same rating scale of 1-5, each paper towel was rated on the ability to soak up and retain the certain liquid. The price category was collected at the store where each brand was purchased. The price chosen for the data is before the addition of tax. The quantity data was collected by the group counting the number of sheets in each roll of paper towel.
Results

Absorbency

The Paper Towel brand absorbed the most amount of liquid without leakage followed next by Bounty Classic. Kleenex brand absorbed the least amount of liquid with the largest amount of leakage.

Texture

The pie chart above is out of 75 points. Paper Towels received 20 points and 26.67 % making it the majority of the chart. Sparkle received 18 points and 24 % making it a close second. Bounty Basic received 15 points overall and 20 % of the total pie chart. Bounty Basic received 17 points and 22.67% of the points. Kleenex brand received 5 points and 6.67 % making it the smallest piece and the survey groups’ toughest feeling paper towel.
Results

Price

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Towels</td>
<td>$0.60</td>
</tr>
<tr>
<td>Sparkle</td>
<td>$0.97</td>
</tr>
<tr>
<td>Bounty Basic</td>
<td>$1.00</td>
</tr>
<tr>
<td>Bounty Classic</td>
<td>$1.70</td>
</tr>
<tr>
<td>Kleenex Hand Towels</td>
<td>$2.57</td>
</tr>
</tbody>
</table>

Quantity

Number of Sheets

- Paper Towel – 165 2 ply sheets
- Sparkle – 48 2 ply sheets
- Bounty Basic – 52 1 ply sheets
- Bounty Classic – 55 2 ply sheets
- Kleenex – 60 1 ply sheets
Results

Appearance/Presentation

**Overall Appearance**

- Kleenex
- Bounty Classic
- Bounty Basic
- Sparkle
- Paper Towel

Overall Appearance
Conclusion and Recommendation

Based on the data collected on each brand of paper towel, this group recommends that the average consumer purchase the Paper Towel Brand. The above statistics prove that the Paper Towel brand is the most effective brand in the selected group and provides the best services under the circumstances used for this study. In a given group survey, Paper Towels had the best rating for absorbing liquids which means that one towel will last longer than the leading competitor. In a survey group of 50 people, paper towels was surveyed to be the softest towel by receiving 26.67% of the total amount of points. The price of this towel was $0.60 which is $0.37 less than the next cheapest brand used for the study. In the category of quantity, Paper Towel has more than twice the amount of sheets than all of the other brands chosen for this study. For appearance, Paper Towel is the least appealing choice among consumers. The brand chosen with the best looking packaging was the Kleenex brand. Overall, unless the consumer wants to pay for an appealing package, the Paper Towel Brand outperformed its competitors in nearly every test and is the best bargain. The next paper towel that is high quality is Bounty Classic. This brand has the third largest amount of sheets in a roll and has the second most appealing package as chosen by the survey. Bounty Classic also has the second largest rating for liquid absorption. The downside to this brand is that it costs more than two brands used in the survey, however, it provides the best service compared to Paper Towel. Kleenex is the least productive brand in this study. It is the most expensive and toughest feeling. Kleenex has the most appealing package and the second largest amount of sheets but the absorption rating is 1. This means that the average consumer will use many sheets to clean one spill making this an expensive brand.