The Impact of Feasibility Study on Theatre-Entrepreneurship Development in Nigeria

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Introduction

The evolving nature of the world today is as a result of diverse innovative and creative ideas propounded and built upon by experts and talents over the years. These ideas cut across diverse fields such as Medicine, Physics, Geography, Agriculture, Busines Management, Law, Theatre Arts to mention but a few. While most of these disciplines are practiced as profession, many have been turned into businesses including the Theatre Arts discipline. The theatre is an ensemble that entails the collaboration of its diverse arts such as drama, dance, music, technical, media, management and costume etc. Each of these arts comprises of its potential businesses that the theatre student can successfully run upon graduation. Although there are various businesses that the theatre practitioner can embark on upon graduation, there is need to understand the area of one's specialisation as to be able to effectively start, grow, expand and sustain it. Starting a business entails the understanding of the nature of the business to consider if the business is likely to be successful or not. Embarking on a theatre-related business requires the theatre practitioner to embark on a feasibility study of an area that needs his expertise and assessing if the said business will be successful or not.

A feasibility study is a comprehensive analysis conducted to evaluate the practicality and viability of the business idea or project. A feasibility study is a detailed analysis that considers all of the critical aspects of a proposed project in order to determine the likelihood of it succeeding. It is an assessment of the practicality of a proposed plan or project. It involves assessing various aspects such as market potential, product usability, financial possibility, operational requirement and legal considerations. According to Drury and Perez (2025), feasibility study is a comprehensive analysis of the practicality and potential success of a proposed project that assesses costs, benefits, risks, and necessary resources. By analysing key factors, it guides decision-making and reduces potential risk. Theatre as a discipline open vista of opportunities for its young graduates and many youngsters are taking advantage of the diverse opportunities offered. Many theatre graduates are into various theatre businesses such as film making, choreography, music production, fashion design, cosmetology, event decoration/planning, content creation, hairstyling, stage lighting, media representative and many more. All these businesses are very lucrative, and the proper understanding of their viability can enable Theatre Arts graduates to navigate any economic situation. It is against this backdrop that this paper examines the impact of feasibility on the diverse businesses that the theatre graduate can successfully embark on upon graduation.

Statement of the Problem

The nature of the country Nigeria has launched many into desiring to be engaged in businesses to be self-reliant and be of help to their family. While many are knowledgeable to learn about the potential business they aspire to operate, others do not see the need to investigate or examine the cons and pros of the business and as such they run into problems and most times the liquidation of resources. Before starting any venture, it is imperative that the entrepreneur seek for knowledge and ideas on how to successfully start, grow, expand and sustain the business. Therefore, to carry out a feasibility study of a business is necessary to the achievement of goals and objectives. According to Akpor (2023), entrepreneurs in Nigeria has the potential to drive economic growth and create employment opportunities, but it is faced with numerous challenges that make it difficult for entrepreneurs to succeed. Understanding the viability of any business cannot be overemphasised as it helps potential business owners to understand if the business is likely to thrive or not. Starting a theatre related business is an exciting venture but it entails a careful preparation and investigation to ensure its success. To effectively understand the kind of business the theatre practitioner can embark on, it is vital for him to undergo a feasibility study to enable him to comprehend the nature of the business and if the business has the potential to succeed. The paper examines the various feasibility studies that the theatre entrepreneur can carry out in order to successfully start and grow his or her business.

Aim / Objectives of the Study

The aim of this study is to examine the impact of feasibility study on the development of theatre entrepreneurship in Nigeria.

The objectives of the study include:

- To examine the relationship between feasibility study and theatre entrepreneurship development
- To study the different types of feasibility and how they impact theatre entrepreneurship development
- To explore the different types of theatre businesses and their impact on self-sustainability.
- To determine the prospect of theatre entrepreneurship in Nigeria

The Methodology of the Study

The library technique was employed to obtain the necessary data for this study. The information for this study came majorly from the previous studies of scholars as well as from published works. The paper solely relied on secondary sources of data to arrive at the conclusions made. The secondary research method focused on gathering necessary data from libraries, archival materials, journals, magazines, and other published and unpublished works that are related to the study.

Theoretical Framework

Innovation Theory of Entrepreneurship by Joseph Alois Schumpeter in (1911).

The Innovative Theory of Entrepreneurship is used in this paper to explain the need for innovation and creativity in theatre related business. The success of any entrepreneurs depends highly on the level of his intellectual ability and growth mindset. Theatre practitioners are intelligent, innovative and creative individuals who can create beautiful and quality works.

According to Poddar (2021), Entrepreneurship is firstly psychological and conceptual. The Innovation Theory of Entrepreneurship was formulated by Joseph Schumpeter, an Austrian Economist and Political Scientist. In his book "The Theory of Economic Development", Joseph Schumpeter considered innovation as the main factor that effects development. Schumpeter is believed to be the first scholar to introduce the world to the concept of entrepreneurship and the economic significance of entrepreneurship spirit. He opines that these individuals controlled the economy because they have entrepreneurship spirit and are responsible for delivering innovation and technological change. Poddar (2021), noted that Schumpeter stated that the effective function of an entrepreneur is to start innovation in venture. The entrepreneur emerges because of individuals having certain psychological elements i.e., will power, self-intuitions and tolerance capacity. The entrepreneur is a person who has creative nature. Theatre practitioners who desires to start and grow their business needs to be innovative and creative to fully operate and sustain their businesses and by so doing they can become self-reliant including being employers of labour.

Conceptual Review

The Meaning of Theatre

Theatre is an ensemble that encompasses diverse arts such as drama, dance, music, costume/makeup, technical, media, management, and so forth. The word Theatre comes from the Greek word (Theatron) or seeing place. it is a place where something is seen. Broadly speaking, theatre may be referred to as a place, a profession, an enterprise, an act and an art. According to Bardi and Diakpomrere (2023), theatre is a building or open space where dramatic performances are given, furnished with a stage, for the actors, seats for the audience. Theatre is a place of performance i.e. the building where plays are put on, the architecture, the structure, the space for dramatic performance. It is also used to indicate where films are shown as in movie theatre. The word theatre may also be used to indicate categories of artistic works such as the American Theatre, the Elizabethan Theatre, the Musical Theatre, the Dance Theatre, the Moscow Theatre, the Departmental Theatre (HALL) and National Theatre etc.

Theatre is also referred to as a profession that comprises the company of players (owners and managers, and technicians) that perform in such a space and to the body of plays that such a company will tend to produce, (Obasohan, 2024). We use the word theatre to summarize up an occupation that is the professional activity and often the passion of thousands of men and women all over the world. Theatre can also be seen as an enterprise, a means of earning a livelihood. This entails the business aspect of the theatre. Today, there are different actors, dancers, costumiers, makeup artists, musicians etc., who are benefiting from the business of the theatre. It is not a mere say that the theatre is one of the most lucrative business in the world today. It is highly difficult to get paid millions of naira per day in a job but in the entertainment industry, we see artist especially the musical artist been paid millions just by showing up in an event. Indeed, theatre is a business that has strived over time. Theatre is an act that entails the body of artistic work in which actors impersonate characters in a live performance of a play. The work of the theatre is divided into rehearsing, acting, designing of costume, building of set, running of scenes, producing, stage management, house management, etc. Simply put, the whole process involved in play making and becoming a professional. Theatre is an art that mirrors or reflects life. It is a collaborative art that involves diverse artist working together with the aim of putting up a worthy production. It comprises of critics, play makers, actors, playwrights, dancers, musicians, costumiers, make-up artist, ticket personnel, props personnel, set designers, technicians, house managers and many others. Theatre is a platform of creativity, innovation and novel ideas that reflect and correct issues in the society.

The Meaning of Entrepreneurship

All over the world, people are engaged in one kind of enterprise or the other. The need to make money and be self-sufficient has made many people to be creative, innovative and to become risk-takers. Entrepreneurship is a core value in the development of a nation and its idea has been in existence since the creation of man. Entrepreneurship is the engine that drives economic growth, social integration, cultural relationship and interpersonal communication. Entrepreneurship is the process of creating a business, bearing in mind the risks in the business and ensuring the minimisation of risks in order to maximise profit. Umemezia (2018), avows that Entrepreneurship is a process of seeking and identifying opportunities within the environment and transforming them through creative and innovative means into marketable products or services thereby creating value and wealth for the individual as well as the society. The success of any business will not just improve the life of the owner but add to societal advancement. A class held in Brigham Young University, Idaho, (2024), Entrepreneurship was defined as the creation of a business, growing the business, expanding the business and sustaining the business to generate profit for profitable living. It entails identification of a business opportunity, having an innovative idea, creating a business, bearing the risks in the business as well as making profit from the business.

According to Hayes (2024), the word entrepreneurship comes from the French verb (Entreprendre), meaning to undertake. He also describes entrepreneurship as when an individual who has an idea, acts on that idea, usually to disrupt the current market with new product or services. Afolabi (2017), assert that entrepreneurship is a dynamic process of vision, change, and creation that requires an application of energy, knowledge, and passion towards the creation and implementation of new ideas and creative solutions. It is the practice of starting new organisations or revitalising mature organisation, particularly new businesses generally in responses to identified opportunities. Entrepreneurs are smart, highly motivated risks takers who have a vision and often sacrifice a lot to achieve it. They love what they do, believe their product will have a positive impact, and hope to make profit from their input. Entrepreneurship is the process of setting up a business, taking it from the idea to its realisation. Entrepreneurship entails passion, the grit, the desire to bring the idea to life, the drive to solve a problem.

Types of Theatre Business

The theatre is a discipline that is packed full of diverse business opportunities that the theatre practitioner can embark upon his graduation. Majority of people think that the business aspect of the theatre is major play, music and dance production. However, there are diverse and numerous businesses that exist in the theatre discipline, and these businesses are very lucrative and trending in the labour market. It is expected that theatre practitioners should take the bold step and venture into these businesses instead of waiting around for jobs.

Script Writing: One of these businesses is script writing. Script writing is esteemed an important part of film making and a means of earning income by the theatre practitioner. According to Udomisor and Nurat (2013), the Nigeria film industry in a broad spectrum has received a great clarion in the international film market with its achievements manifesting in the cordial relationship between the film industry and the great Hollywood film industry of the united states. Theatre graduate who are equipped with this skill can utilised its potentials.

Content Creation: Content creation is another business that the theatre practitioner can engage in. Many of the students in the Theatre Arts Department in the University of Benin, especially those the researcher has interviewed are already engaged in content creation. According to these students, they are paid for most of the content they create. Lada (2025) stated that content lives at the core of any business, for without the muscles, the body won't stand upright. The Theatre is a discipline that is teeming with diverse contents which the Theatre Practitioner can take advantage of and by so doing, earn a worthy income. According to Wikipedia (2025), content creation encompasses various activities, including maintaining and updating web sites, blogging, article writing, photography, videography, online commentary, social media accounts, and editing and distribution of digital media. The researcher believes this business has a large market size for the theatre practitioner.

Dance Entrepreneurship: Another business that the theatre graduate can start and grow in is dancing school, choreography and therapy. The researcher had the opportunity of interviewing a graduate of the University of Benin Uche ….who is running the business of physiotherapy using the medium of dance. Today that student is self-sustained through that step she took. Other students can also engage in this business to become self-reliant. According to Stuart (2025), when most people think of dance, they envision performances, competitions, or classes. However, dance entrepreneurship is an evolving field that goes beyond the stage. A dance entrepreneur is someone who creates and develops projects with dance as the central focus, blending artistic expression with innovative business strategies. Whether launching a dance company, creating a digital platform, producing dance films, or designing educational programmes, dance entrepreneurs shape the future of the industry.

Music Entrepreneurship: there are diverse businesses that the theatre practitioner can run in the music industry. Bistricer (2026), defines the music business as a service-oriented business that offers various musical solutions, products and services to clients. The music business typically provides services such as artist and repertoire, and management, music consulting and advisory services, sound engineering and production services, event management and live music production. He went further to say that the music industry is experiencing exciting growth, projected to climb to a healthy 10.29% rate through 2027. Any of these businesses can help the Theatre Entrepreneur to navigate any economic situation.

Fashion/Costume Entrepreneurship: fashion entrepreneurship is the amalgamation of creation and administration of business with the specific aspect of the fashion industry, (Nzei, 2022). The world of fashion is vibrant, fast-paced, and full of opportunities for those with a creative vision and entrepreneurial spirit, (Pearl Academy, 2025). Theatre entrepreneurs can take advantage of this business to become self-sustained.

Makeup/ Cosmetology Entrepreneurship: this is another lucrative business that the Theatre Entrepreneurs can participate in. Starting a makeup business is a rewarding venture that combines your passion for beauty and artistry with smart business sense, (Jim, 2025).

Event Planning, Anchoring and Decoration: students can start a business that specializes in planning events for customers, anchoring at event centers and practicing their skill of decoration. This could also include lighting event center. The events industry offers a diverse and dynamic opportunity for entrepreneurs who thrive on creativity, logistics and deliver memorable experiences, (Roches, 2025).

Carpentry/Furniture Production: this is one lucrative business that is commonize mostly by students. Carpentry is a very lucrative business and for theatre practitioners even more based on their influence and knowledge in art**.** Starting a carpentry business is a rewarding venture that combines skilled craftmanship with business savvy. The industry pulls in tens of billions of dollars annually, fueled by a steady demand for custom work from homeowners, contractors, and interior designers, (Jim, 2025).

The researcher is of the view that when students take these skills seriously, they can become self employed after graduation simply by starting and growing their businesses.

Meaning of Feasibility Study

Feasibility study is used in all facets of life, be it banking, education, science, art, and in businesses including theatre business. A feasibility study involves the assessment of cash flow, measuring of the level of cash generated from revenue and the project operating cost. The primary purpose is to find out if the proposed business is achievable and sustainable in the long run. A feasibility study is a detailed analysis that considers all of the critical aspects of a proposed project in order to determine the likelihood of it succeeding. It is an assessment of the practicality of a proposed plan or project. By analysing key factors, it guides decision-making and reduces potential risk. According to Drury and Perez (2025), a feasibility study is an assessment of the practicality of a proposed plan or project. It analyses the viability of a project to determine whether the project or venture is likely to succeed. The study is also designed to identify potential issues and problems that could arise while pursuing the project. A feasibility analysis can help assess whether a suggested project is within reach or not, in terms of funding availability, marketability of the project, profitability, and the availability of the resources that matter, Miller (2022).

Types of Feasibility Study

The types of feasibility study consist of market research, product research, financial research, technical research, operational research and legal research.

Market Research: Market feasibility study involves conducting market research. A market research helps theatre experts to understand the theatre industry and make informed decisions that will enhance the success of their business. According to Idoko (2023), market research provides businesses with solid understanding of their customers and their needs, as well as insights into industry trends and competitors' strategies. Market research also plays the role of helping business owners to understand their competitors' offers, which gives them the idea of creating unique designs and styles that are the specialty in today's world. Market feasibility study entails carrying out a Surveys. Before starting a theatre business, it is advisable for aspiring theatre busines owners to carry out a survey on the feasibility of the business to enable them to plan ahead. Fryrear (2025) opines that you need to reach out to your target market to learn as much as possible about the people who you hope are going to be paying for your product or service, and surveys are by far the best way to do this. Theatre business owners can fill out questions about their business for the target market to answer. Another market feasibility is Interviews. An interview allows the theatre business owner to ask individual open-ended questions about his product or business. He can conduct in-dept qualitative interviews with a group of customers. He can question his target market about their opinion regarding to their preference in his product. Observation as a type of market feasibility is one simple and important way of understanding a business target audience better. Focus group is also a type of market feasibility. Theatre entrepreneurs can also search for a group of people with similar characteristics and discuss their idea with them. Focus groups provide a platform for rich discussions and diverse perspectives. Other market feasibility are Competitors, Field Trials Analysis, Online Market Research and Phone Research.

Product Research: Product research is a process of understanding the feasibility and management of a theatre business. It is the process of investigating the demand of your product in the market. According to Marek (2023), product research is the crucial part of the design and development process, whether you are creating a brand-new product or just adding new features to an existing one. According to Lee (2025), product feasibility is the process of evaluating whether a product idea is viable and worth investing in. Theatre entrepreneurs in Nigeria need product research in order to make informed decision, to identify problems, validate product ideas, to gain a competitive edge, to optimise product development and for continuous improvement. Product feasibility include Survey**.** Mahmutovic (2025), states that surveys are one of the most effective tools for gathering insights, understanding your audience, and making data driven decisions. This can be done through different platform like email or link, in-app, in-product or displayed on your website. Theatre entrepreneurs can utilise survey method being that is convenient, affordable and effort-efficient way of gathering information to fuel their product search. Theatre entrepreneurs can use concept testing, another type of product feasibility to test their concept by presenting their future customers with their idea and concept of their product and allowing them to give their opinions. Price Testing is a type of product feasibility used to analyse the correlation between product's pricing and demand for it, as well a measure demand elasticity, Marek (2023). Theatre entrepreneurs can analyse how much customers are willing to pay for their product, what they feel about the price and how to determine the prices that will be most suitable for their products. Matevosyan (2025), believes that usability testing, which is another type of product feasibility, involves monitoring real users to pinpoint issues and identify potential enhancements. Theatre entrepreneurs who are eager to develop their business can engage in this kind of research by giving out their product to their potential customer for testing. This method is used for creating trust and building customer base. Through the user interview approach theatre entrepreneurs will comprehend what their customers feel about their product and what appeal to them the most about their product. Theatre entrepreneurs can conduct this interview either online or offline. Customers reviews is a type of product feasibility that provide theatre entrepreneurs with promptly feedback provided by users on various platform, such as e-commerce sites, social media, and review websites. Other types of product feasibility are focus group, dairy studies and competitive analysis.

Technical Feasibility: A technical feasibility is an assessment carried out to ascertain if a particular product or service is technically possible to complete. Agrawal (2025), States that technical assessment focuses on the technical resources available to the organization. It helps organizations determine whether the technical resources meet capacity and the technical team can convert the ideas into working systems. it involves an examination of the technical requirement of a business and comparing them to the resources available. In theatre businesses, it is the process of assessing whether a product can be created using available technology and resources. This usually include an assessment of existing technology, infrastructure, resource availability, compatibility, integration capability, security considerations, and potential risk. The researcher believes that the following method of conducting technical feasibility may also be utilise by theatre practitioner especially when conducting feasibility study, these methods include Proof of concept. This method can help theatre entrepreneurs to use a small-scale prototype to test the feasibility of certain chosen technical functions of their product to finding out if is feasible. They can also use technical prototyping, a type of technical feasibility study that entail the use of machineries and different equipment to achieving its production. Theatre entrepreneurs can also make use of technical spike. According to Zhezherau (2024), technical spike happens when there is need to reduce risk associated with technical challenges. A technical spike may involve experimenting with different techniques to determine the best path forward. Technology evaluation another technical feasibility study that the theatre entrepreneur can embark on because it is a unique technical feasibility method that involves testing technology, frameworks, databases, and tools to be used in product development. Callister (2025) opines that Architectural review is a type of technical feasibility that is very important. An architectural feasibility analyses looks at whether what you want to do works in architectural design terms. Other technical feasibility study includes code review, technical debt analysis, resource assessment and risk analysis.

Financial Feasibility: Financial analysis is another crucial aspect of a feasibility study. It involves estimating the initial investment required to set up the business, projecting revenues, and assessing profitability. A financial feasibility is the ability of a proposed business or investment to generate positive cash flow and meet other financial objectives. It is determined by calculating the projected costs and revenues of the proposed venture and then determining if the expected returns justify the costs, (Fastercapital, 2024). Conducting financial feasibility entails market analysis which involve the process of analyzing the market thoroughly. Financial projection as a type of financial feasibility is a crucial guide for theatre business. This include accurate budgeting, which include budgeting for equipment, materials, labour, and other cost. It involves potential revenue estimation which require the theatre entrepreneur to consider the market size, competition, and pricing strategies. Risk assessment is also type of financial feasibility that provides insight into the potential success of a proposed venture. It helps you avoid costly mistakes and ensures you invest your resources in projects with a high chance of generating a return on investment. Risk management is an important aspect of an organisation's decision-making strategy to manage uncertainty and identify opportunities in complex business environment, (Ansyary, 2024).

Operational Feasibility: According to Martins (2025), an operational feasibility study evaluates whether your organisation can complete this project. This includes staffing requirements, organisational structure, and any applicable legal requirements. In conducting operational feasibility, the theatre entrepreneurs can utilise Compatibility to ensure that the proposed endeavour align with the organisations existing systems, processes, and technologies.

Compatibility ensures smooth integration without causing disruptions or conflicts, (Usmani, 2024). It can also exploit organisational culture which ensure that the proposed changes resonate with the organisation's culture, values, and norms, (Usmani, 2024). Operational impact is an operational feasibility that can be applied by the theatre entrepreneur because it helps to find out the potential impact the project has on day-to-day operations, workflows, and efficiency. Minimising disruption while maximising operational benefits is critical for successful implementation, (Usmani, 2024).

Legal Feasibility: A legal feasibility study is an analysis that examines whether a proposed project or venture aligns with existing laws and regulations, essentially determining if the project is legally permissible and identifying potential legal risks or obstacles before moving forward with development. Usmani (2024), states that legal feasibility study is a key part of feasibility study. It reviews the legal aspects surrounding the proposed endeavour, from compliance with regulatory frameworks to possible liabilities. Legal Feasibility study include regulatory compliance which examine local laws, regulations, and industry standards that are relevant to the proposed endeavour to ensure compliance. This involves understanding licensing requirements, permits, zoning laws, environmental regulations, and other legal obligations that may affect the endeavour or its outcome. It also involves intellectual property right which evaluate intellectual property (IP) consideration (e.g., trademarks, patent, copyrights, and trade secrets) to safeguard proprietary assets and avoid infringement issue. It involves also liability and risk assessment which help identify legal risks and liabilities associated with the proposal (e.g., product liability, tort claims, and contractual disputes), (Usmani, 2024).

The Impact of Feasibility Study on Theatre-Entrepreneurship Development

Embarking on a feasibility study is a vital aspect of understanding the viability of a business prospect. According to Agrawal (2025), a feasibility study is important because it is based on an organisational desire to "get it right' before committing resources, time, or budget. A feasibility study might uncover new ideas that could completely change a project's scope. It helps the entrepreneur to know the state and capacity of his resources budgeted for the business. The various impacts of feasibility as propounded by many scholars have been summed up as follows.

Informed Decision Making: feasibility study informs decision making by specifically assessing the practicality of the business or project cost, its potential for success and providing information on whether to proceed, modify or to abandon it. Drury and Perez (2025), propounded that, a feasibility assesses the potential for success of a proposed plan or project by defining its expected costs and projected benefits in detail.

Risk Mitigation: According to Ogagavworia (2024), an important feature for both business plans and feasibility studies is their focus on selecting possible risks and difficulties at the preliminary stage. Baretzky & Partners LLP News (2024), state that while feasibility studies help determine whether a project is viable, risk assessments identify potential threats that could impact the project's success. A risk assessment involves a systematic approach to identifying, analysing, and prioritising risks.

Opportunity Identification: a detailed feasibility study might point you to an untapped market or new way to implement your business idea. The market analysis stage, for instance, might shine a light on current market trends or point you towards effective promotional and advertising activities, (Madhavan, 2022).

Financial Viability assessment: many great business ideas are detailed by a project's cost. A feasibility study helps you understand if you have the financial resources to see your project through. This can prevent costly investments in projects unlikely to yield expected returns and protect your organisation's financial health, (DeMarco, 2025).

Attract and Build Investors and Partners confidence: Ogagavworia (2024) suggests that feasibility study is the clear-cut readiness of the investors and the touchstone of the financial institutions to fund a project. According to Robbin (2023), A well conducted feasibility study can help you attract investors and partners. The study provides credible data that demonstrates the viability of your business idea, which can give potential investors and partners the confidence to invest in your business.

Resources Allocation: feasibility studies and a sound business development plan pint in the right direction as far as the utilization of resources is concerned, time, capital, and efforts are employed on viable ventures, Ogagavworia (2024). Sciera (2025) opines that time, money and personnel are precious resources that should be utilised effectively. A feasibility study facilitates the efficient allocation of those resources by providing a clear picture of what's needed and where its best applied. It helps in prioritising projects with the highest potential return, ensuring that your effort is directed towards ventures that are most likely to yield positive results.

Conclusion

The study examines the impact of feasibility study on theatre entrepreneurship in Nigeria. A feasibility study is a vital aspect of a business that shows the viability of any business. It is a research carried out by businesses to ascertain profitability and future prospect. Theatre Arts as a discipline has diverse business opportunities to offer and to determine the viability of its businesses, there is need to carry out a feasibility study specially market feasibility, product feasibility, financial feasibility, technical feasibility, operational feasibility and legal feasibility. The findings of this study suggest that a great understanding of the various feasibility studies and how to apply them in determining the success of the theatre business is very vital. Therefore, Theatre Arts Practitioner should endeavour to carry out a feasibility study before starting their businesses to achieve their goals and objectives.

Recommendations

The study recommends:

- That Theatre Entrepreneurship should be a core course offered by all Theatre Students in the University, Polytechnic and College of Education.
- That Theatre Entrepreneurship Students should be given the opportunity to undergo three to six months Internship Programme on their area of specialisation for practical and hand-on experience in entrepreneurship.

Contribution to Knowledge

- Feasibility study is a subject taught in Entrepreneurship and Business Management; however, the study has contributed to knowledge by introducing it to the Theatre. Theatre as a business also needs to carry out this research for its goals attainment.
- The study has contributed to knowledge by highlighting various businesses that can be operated in the theatre. Though some of these businesses have been in operation, the study has delved deeper by examining their prospects.

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