

Self-Supporting Activity – Market Potential Assessment Tool

This tool can help you assess if an activity will be successful in the rate review process and in operation. Yes answers are indicative of a promising opportunity.

<i>Question:</i>	<i>Yes</i>	<i>No</i>
<p>Is offering this good/service related to your department’s mission of teaching, research and community service?</p> <p>If not, contact the campus tax office to discuss Unrelated Business Income tax ramifications at http://accounting.ucdavis.edu/AP/staff.cfm.</p>		
Are your anticipated customers internal to UC Davis?		
Is the business need recurring for more than one campus customer?		
Will you be the only provider of this good/service on campus?		
Will you be the only provider of this good/service in the local business community? Note: UC Davis policy is not to compete with local businesses.		
If there are several competitors, is it cost effective for you to enter the market?		
<p>Is your department completely self-supporting? If not, is this good or service outside your department’s core support functions?</p> <p>Note: General or Registration Fee funded departments can not recharge for services or goods that are within the scope of their core funded activities. Review the Self Supporting Reference Guide for additional discussion.</p>		
Will <u>managerial</u> controls be in place sufficient to safeguard against misuse of University assets?		
Will <u>financial</u> controls be in place sufficient to safeguard against misuse of University assets?		
Will production of this good/service be the most efficient use of funds and facilities?		
If start-up costs exist, is funding available to pay for these costs?		

Further information can be found at
<http://www.ormp.ucdavis.edu/budget/proc/rate/index.html>