

# FEASIBILITY STUDIES

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**TRAINING TITLE**  
**FEASIBILITY STUDIES**

**VENUE**  
**Dubai, UAE**

**DURATION**  
**5 Days**

**DATES**  
**05 - 09 December 2021**

**PRICE**  
**US\$4,000 per attendee including training material/handouts, morning/afternoon coffee breaks and Lunch buffet.**

**TRAINING INTRODUCTION**

A feasibility study is an analytical tool used during a project development process to show how project would operate under a set of assumptions. These assumptions often include such factors as the technology used (the facilities, equipment, construction process, etc.), financing, (capital needs, volume, cost, of material, wages, etc.). Establishing the feasibility of projects is a critical factor in business success. A Feasibility Study is conducted to obtain an overview of the problem and to roughly assess, whether feasible solutions exists prior to committing substantial resources to a project.

In this course, attendees will learn how to conduct a feasibility, study with all what it entails. Case studies and practical examples will be discussed.

**TRAINING OBJECTIVES**

**Upon successful completion of this course, the delegates will be able to:**

- ✓ Determine the goals and personality of the project owner
- ✓ Conduct Market study- economic study
- ✓ Conduct Technical and executive study of the project
- ✓ Perform Financial study of the project

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- ✓ Achieve the final decision or results and recommendations related to the project
  - ✓ Calculate Economic feasibility and cost effective
  - ✓ Determine Operational feasibility with the solution work in the organization

## **TRAINING AUDIENCE**

Anyone involved in preparing, writing and analysing feasibility studies, especially project managers and project planners.

## **TRAINING OUTLINE**

### **Introduction**

- Importance of feasibility study, what is a feasibility study, feasibility study objective
- The objectives of establishing feasibility study
- Where do you see this opportunity or project taking you?
- Situation analysis, history and background of the project
- Estimation of stakeholders and potential revenues, Critical success factors, Determination of competitive advantage, Barriers to entry, costs, Definition of proposed operations /management structure and management methods, the time frames, the initial costs involved.
- Financing and projected cash flows
- Break even analysis
- The payback period,
- Return on investment
- A report of cost benefits
- Development of an action plan for the project to proceed
- A summary of findings.

### **Preliminary steps of feasibility study**

- Some preliminary steps, Legal issues, Feasibility Checklistdo you have what it takes ? Focus on your limited resources, The Environmental Climate,

- Analyzing the Business Environment, Preliminary action items, Positioning, Feasibility Development Checklists, Understanding the market, Skills of the Firm, Assessing Strategic Capabilities,
- Evaluating Capabilities vs. Competitive Strengths, Strategic capabilities, Organizational culture, Strategy development, Planning, Simple, feasibility test, Corporate aims, Goal Setting, Feasibility and Planning for a New Business,
- SWOT analysis,
- What does it take to develop a successful project?
- Feasibility and Marketing, Innovation and your Organization,
- Feasibility and Functional Strategies,
- Pricing and Service Strategies,
- Risk management,
- Feasibility Acronyms,
- Analysing your Competitive Position,
- Analysing the Market Strengths of your Competitors

### **Finance and Money**

- Will it show a profit?
- Financial resources of the firm, Pricing strategies, Contributions to total cost, Getting paid, Breakeven analysis, Feasibility ratios, Feasibility and stock levels, Profit, loss, discounts, A basic budget, A forecast sale, profits, Sales income forecasts, Price cutting guide.

### **Writing your Study**

- Writing your feasibility study, Scope, identify statutory, and mandatory requirements, SWOT analysis, Resources and Competencies, Your Product, Service or Project, Stock Levels, Quality, Critical success factors, Key Suppliers Purchasing, Definition of proposed operations, Legal Issues, Analyse Other Organizations in your Industry, Feasibility for, Operating Areas, Finance and projected cash flows, Further developments of the Feasibility Study.

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## **TRAINING CERTIFICATE**

**MAESTRO CONSULTANTS** Certificate of Completion for delegates who attend and complete the training course

## **METHODOLOGY**

Our courses are highly interactive, typically taking a case study approach that we have found to be an effective method of fostering discussions and transferring knowledge. Participants will learn by active participation during the program through the use of individual exercises, questionnaires, team exercises, training videos and discussions of “real life” issues in their organizations. The material has been designed to enable delegates to apply all of the material with immediate effect back in the workplace.

