



Project & Contract Management

Project Feasibility Management – From Idea to Research & Study

Course Introduction

Whether you are embarking on a new initiative, exploring a business opportunity, or venturing into innovative projects, the process of feasibility management helps you determine the likelihood of a project's success. This workshop is designed to provide participants with practical tools and methodologies to assess the feasibility of a project from inception through to the study phase. By understanding how to evaluate and analyze the feasibility of a project, participants will be empowered to make well-informed decisions that can mitigate risk, optimize resource allocation, and increase the likelihood of project success. Over three days, we will explore the essential components of project feasibility management, from market and technical feasibility analysis to financial planning and risk management... This will culminate in the preparation of a complete feasibility report that participants can use to evaluate and implement any project idea.

Target Audience

- Project Managers
- Business Analysts
- Entrepreneurs
- Consultants
- Researchers
- Students

Learning Objectives

- • Identify how feasibility management impacts decision-making, resource allocation, and risk mitigation.
- • Apply creativity and innovation techniques to generate and refine project ideas.

- • Learn how to conduct market, technical, operational, and financial feasibility analyses.
- • Understand how to assess market demand, competition, and customer needs through research methods.
- • Develop operational and technical plans, including identifying risks and creating contingency strategies.
- • Create cost estimates, perform budget planning, and assess financial risks.
- • Identify, assess, and mitigate various types of risks, including operational, technical, and legal risks.
- • Tailor an effective feasibility study report to different stakeholders and practice presenting feasibility results effectively.
- • Develop the skills to make sound decisions based on feasibility studies and present them confidently to stakeholders.

Course Outline

• Day 01

- Introduction to Project Feasibility Management
- • The role of feasibility management in project success.
- • How feasibility studies help in resource allocation and risk management?
- • Types of feasibility studies.
- • Feasibility study as part of the project life cycle.
- • Case Studies.

• Day 02

- Project Idea Development & Conceptualization
- • Innovation and creativity in project ideation.
- • How to align project ideas with organizational strategy?
- • Defining Project Scope & Objectives.
- • Setting SMART objectives.
- • Practical application: Generate project ideas in groups and define clear project objectives and scope.

• Day 03

- Market & Demand Feasibility Analysis
- • Market research methods (primary vs. secondary research).
- • Identifying market trends and customer needs.
- • Assessing Market Demand. •

- Market sizing and growth projections.
- • Demand forecasting techniques.
- • Analyzing competition.
- • Practical Application.

• Day 04

Technical and operational Feasibility Analysis and Resource Planning:

- Identifying the operational capacity required for project implementation
- Assessing human resources, equipment, and technological requirements.
- Evaluating technical infrastructure and system requirements.
- Setting project timelines and milestones
- Technical and operational risks and challenges.
- Creating contingency plans for operational challenges
- Practical Application.

Financial Feasibility Study:

- Financial Planning and Budgeting.
- Creating cost estimates and resource allocation.
- Capital budgeting techniques.
- Cash flow projections.
- Sensitivity analysis for project costs.
- Sources of Funding.
- Identifying financial risks.
- Practical Application.

• Day 05

Risk Management in Feasibility Studies:

- Types of Risks in Feasibility

- Identifying uncertainties in data and assumptions
- Risk Assessment Tools and Techniques
- Identifying legal considerations in project feasibility.
- Compliance with local, national, and international laws.
- Developing mitigation plans and contingency strategies.
- Monitoring and updating risk assessments.
- Practical Application: Use a risk matrix to assess and mitigate risks for a sample project.

Preparing the Feasibility Report & Decision-Making:

- The role of the feasibility report in moving a project to the next stage.
- Structure of a Feasibility Study Report.
- Tailoring the report to the audience.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 6, 2025	April 10, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 1, 2025	Sept. 5, 2025	5 days	4950.00 \$	Ireland - Galway
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai