



Project & Contract Management

Feasibility Studies and business planning

Course Introduction

This training program is designed to equip participants with the knowledge, tools, and techniques necessary to navigate the complexities of feasibility analysis and strategic business planning effectively.

Target Audience

- Project Managers
- Business Analysts
- Entrepreneurs
- Strategic Planners
- Financial Analysts
- Consultants
- Investors
- Management Professionals

Learning Objectives

- Understand the fundamental definitions of feasibility studies, their purpose, and delve into why they are essential for business planning.
- Identify the specific objectives that feasibility studies aim to achieve, ranging from assessing market viability to evaluating financial feasibility.
- Recognize the crucial role that feasibility studies play in mitigating risks, optimizing resource allocation, and enhancing the overall success rate of business ventures.
- Identify the distinction between feasibility studies and business plans, understanding how each contributes to the strategic planning process.
- Gain insight into the sequential steps involved in conducting a feasibility study, from inception to final recommendations.

- Acquire a structured approach to preparing feasibility studies, encompassing the necessary methodologies and techniques for comprehensive analysis.

Course Outline

• Day 01

Introduction and Definitions

- Definitions of Feasibility Study.
- Objectives of Feasibility Study.
Steps for Preparing Feasibility Study.
- Importance of Feasibility Studies for business planning.
- Distinction between Feasibility Study and Business Plan.
- Feasibility Study Cycle Overview.

• Day 02

Feasibility Study Components

- Elements of Feasibility Study Report.
- Executive Summary for Decision Makers.
Consideration of Indirect and Ongoing Costs
- Feasibility Study Structure.
- Evaluation of Market Viability.
- Conducting Market Research and Analysis
- Types of Market Research Data
- Analysis of Sales Projections
- Assessment of Technical Feasibility
- Addressing Key Technical Queries
- Evaluation of Supply and Operational Feasibility
- Examination of Financial Feasibility
- Project Costs Analysis

• Day 03

Financial Modeling for Feasibility Study:

- Constructing Financial Model for Feasibility Study
- Calculation of Weighted Average Cost of Capital (WACC)

- Determining Cost of Equity via Capital Asset Pricing Model (CAPM)
- Estimation of Unlevered Free Cash Flow (UFCF)
- Determining Terminal Value of the Project
- Preparation of Sensitivity Tables
- Crafting Various Scenario Analyses

• Day 04

Evaluation and Analysis of Feasibility Study

- Examination of Financial Analysis Metrics
- Assessment of Liquidity, Operating, Financial Leverage, and Security Ratios
Calculation of Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI)
- Analysis of Profitability Ratios
- Analysis of Investment Appraisal
- Determination of Breakeven Points (BEP) and Sales

• Day 05

Assessment and Execution of Feasibility Study

- Internal Recommendations and Conclusions
- Evaluation of Feasibility Studies
Execution of Proposed Plans and Recommendations
- Identification of Common Errors in Interpreting Feasibility Study Results

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 12, 2025	May 16, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 6, 2025	Oct. 10, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 30, 2025	Dec. 4, 2025	5 days	2150.00 \$	Virtual - Online

