

## PREPARING FEASIBILITY STUDIES (ENGLISH & ARABIC)

*"Making Sound Investment Decisions Through Structured Financial, Technical & Market Analysis"*

### Schedule

Date	Venue	Fees (Face-to-Face)
07 - 11 Dec 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Feasibility studies are critical tools for evaluating the viability of projects, investments, and business ventures. They enable organizations to make informed decisions by analyzing technical, financial, operational, and market factors. A professionally prepared feasibility study reduces uncertainty, supports funding applications, and ensures strategic alignment.

This 5-day intensive course equips participants with the structured approach and analytical tools needed to develop comprehensive feasibility studies. Covering both qualitative and quantitative elements, the course includes hands-on exercises, financial modeling, and real-world case analysis. It is delivered in both English and Arabic to ensure accessibility for a diverse participant base.

### Objectives

By the end of this course, participants will be able to:

- Understand the full scope and purpose of feasibility studies
- Identify and evaluate technical, financial, legal, and market factors
- Conduct demand, cost-benefit, and break-even analyses
- Prepare financial forecasts including NPV, IRR, and payback period
- Write and present professional feasibility study reports

## Why Attend

- To gain structured methodologies for evaluating investment opportunities
- To improve the quality and credibility of business case development
- To support strategic planning and risk-based decision-making
- To strengthen internal project appraisal and investor communication
- To align feasibility studies with funding and stakeholder requirements

## Target Audience

This program is designed for:

- Project managers and business development professionals
- Entrepreneurs and startup founders
- Finance, investment, and planning analysts
- Engineers and technical managers responsible for project evaluation
- Government and NGO personnel involved in program assessments

## Individual Benefits

Key competencies that will be developed include:

- Feasibility study structure and methodology
- Financial analysis and forecasting techniques
- Technical and operational assessment skills
- Report writing and presentation of findings
- Risk identification and mitigation planning

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger internal project screening and investment readiness
- Higher quality documentation for investor and stakeholder review
- Enhanced ability to identify viable projects and avoid costly failures
- Improved budgeting and resource allocation through financial forecasting
- Better alignment of proposed initiatives with strategic objectives

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Overview of feasibility study components and planning models
- Case Studies - Sector-specific feasibility study examples and evaluation frameworks
- Workshops - Hands-on sessions for market analysis, cost estimation, and financial modeling
- Peer Exchange - Group discussions on local and regional feasibility study experiences
- Tools - Financial templates (NPV, IRR), market research outlines, and reporting formats

## Course Outline

### Detailed 5-Day Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Introduction to Feasibility Studies

- Module 1: The Role and Importance of Feasibility Studies (07:30 – 09:30) • Purpose, structure, and types of feasibility studies • Project screening and pre-feasibility checks • Key success factors in study preparation
- Module 2: Planning and Scoping the Study (09:45 – 11:15) • Defining objectives, scope, and stakeholder needs • Determining required data and sources • Roles and responsibilities in feasibility teams
- Module 3: Workshop – Designing the Feasibility Study Framework (11:30 – 01:00) • Drafting a feasibility study structure for a case project
- Module 4: Peer Exchange – Common Challenges in Feasibility Planning (02:00 – 03:30) • Sector-specific issues and lessons learned

#### Day 2: Market and Technical Analysis

- Module 5: Market Analysis and Demand Forecasting (07:30 – 09:30) • Understanding target market and customer segmentation • Market sizing, growth trends, and demand drivers • Competitive landscape and SWOT analysis
- Module 6: Technical and Operational Assessment (09:45 – 11:15) • Site selection, logistics, and supply chain factors • Resource requirements: equipment, staffing, technology • Legal, regulatory, and environmental compliance
- Module 7: Workshop – Market Research Template Design (11:30 – 01:00) • Creating a market study format for feasibility inclusion
- Module 8: Risk Assessment and Mitigation Planning (02:00 – 03:30) • Identifying and prioritizing project risks • Developing contingency plans

#### Day 3: Financial Feasibility Analysis – Part 1

- Module 9: Cost Estimation and Capital Budgeting (07:30 – 09:30) • CAPEX and OPEX breakdowns • Cost estimation techniques and inflation factors
- Module 10: Revenue Forecasting (09:45 – 11:15) • Pricing strategies and sales projections • Volume estimation and seasonal impacts
- Module 11: Workshop – Revenue and Cost Projection (11:30 – 01:00) • Building a financial base case scenario
- Module 12: Financial Statements Preparation (02:00 – 03:30) • Projected income statement, balance sheet, and cash flow

#### Day 4: Financial Feasibility Analysis – Part 2

- Module 13: Financial Evaluation Techniques (07:30 – 09:30) • Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period • Break-even analysis and sensitivity testing
- Module 14: Sources of Financing and Investor Readiness (09:45 – 11:15) • Equity, debt, grants, and blended finance • Preparing for lender or investor due diligence
- Module 15: Workshop – Investment Appraisal Using Excel (11:30 – 01:00) • Calculating NPV, IRR, and break-even point in Excel
- Module 16: Interpreting and Presenting Results (02:00 – 03:30) • Analyzing feasibility outcomes and making go/no-go recommendations

#### Day 5: Final Reporting and Presentation

- Module 17: Report Writing Best Practices (07:30 – 09:30) • Structure and layout of professional feasibility reports • Visualizing data and summarizing findings
- Module 18: Executive Summary and Recommendations (09:45 – 11:15) • Communicating value, risk, and decision guidance
- Module 19: Final Project – Team Feasibility Study Presentation (11:30 – 01:00) • Presenting a full feasibility report to the class
- Module 20: Certification & Wrap-Up (02:00 – 03:30) • Peer feedback, instructor evaluation, and closing remarks

## Certification

Participants will receive a Certificate of Completion in Preparing Feasibility Studies, validating their ability to evaluate, document, and present feasibility assessments aligned with investment, operational, and strategic decision-making frameworks.

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