

FEASIBILITY STUDY & ITS IMPORTANCE IN PROJECT MANAGEMENT

“Evaluating Project Viability for Smarter, Risk-Aware Decisions”

Schedule

Date	Venue	Fees (Face-to-Face)
20 – 22 May 2026	Dubai, UAE	USD 2495 per delegate

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

Introduction

Feasibility studies are critical tools in determining whether a proposed project is viable, sustainable, and aligned with strategic goals. Before committing resources, organizations must assess economic, technical, legal, and operational aspects to make informed decisions.

This 3-day intensive course provides a structured approach to conducting and analyzing feasibility studies in the context of project management. Participants will learn how to identify key success factors, evaluate risks and returns, and present findings to decision-makers. The course combines theoretical concepts with real-life case studies and hands-on exercises.

Objectives

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

- Understand the role and types of feasibility studies in the project lifecycle
- Analyze technical, financial, legal, and operational feasibility dimensions
- Perform cost-benefit and risk analysis using standard tools
- Develop structured feasibility study reports and presentations
- Support strategic project decision-making through evidence-based evaluation

Why Attend

- Gain a comprehensive framework for assessing project feasibility
- Learn to mitigate risk and avoid poor investment decisions
- Build the case for or against a proposed project based on factual data
- Enhance stakeholder confidence and project approval rates
- Develop skills to analyze alternative scenarios and ROI estimates

Target Audience

This program is designed for:

- Project managers and team leads
- Strategic planners and business analysts
- Finance and investment professionals
- Development and planning consultants
- Anyone involved in project evaluation, planning, or funding decisions

Individual Benefits

Key competencies that will be developed include:

- Ability to assess the strategic, technical, and financial viability of projects
- Skills to conduct and document complete feasibility studies
- Proficiency in applying financial and risk evaluation tools
- Confidence in presenting feasibility outcomes to stakeholders
- Improved project planning and resource allocation judgment

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective project screening and prioritization
- Improved project approval process based on data-driven analysis
- Reduced risk of failed or misaligned projects
- Better capital allocation and investment returns
- Support for strategic alignment and long-term value creation

Instructional Methodology

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

- Concept Briefings - Types and components of feasibility studies
- Case Studies - Successful and failed project evaluations
- Hands-On Workshops - Build and critique real feasibility assessments
- Peer Review - Share and improve findings through feedback
- Templates & Tools - Financial models, risk matrices, reporting formats

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: Foundations of Feasibility Analysis

- Module 1: Introduction to Feasibility Studies (07:30 - 09:30) • Purpose and timing in the project lifecycle • Types: technical, financial, operational, legal, environmental • Link to strategic planning and business case development
- Module 2: Identifying Project Objectives and Success Criteria (09:45 - 11:15) • Stakeholder requirements and project assumptions • Critical success factors and key constraints • SMART goals and alignment with strategic plans
- Module 3: Technical and Operational Feasibility (11:30 - 01:00) • Availability of technology, infrastructure, and resources • Skill readiness and process compatibility • Gap analysis and implementation capability
- Module 4: Workshop - Define a Feasibility Study Scope (02:00 - 03:30) • Select a project and build its feasibility components

Day 2: Financial and Legal Dimensions

- Module 5: Financial Feasibility & Cost-Benefit Analysis (07:30 - 09:30) • Estimating capital and operating costs • Revenue projection, payback period, NPV, IRR • Sensitivity and break-even analysis
- Module 6: Market & Demand Analysis (09:45 - 11:15) • Target market size, trends, and competitor evaluation • SWOT and PESTEL frameworks • Assessing market entry risks and adoption barriers
- Module 7: Legal, Environmental & Regulatory Feasibility (11:30 - 01:00) • Zoning laws, licenses, contracts, and permitting • Environmental and social impact assessments • Government incentives, compliance requirements
- Module 8: Workshop - Build a Basic Financial Feasibility Model (02:00 - 03:30) • Work in teams to analyze project returns

Day 3: Decision Making and Reporting

- Module 9: Risk Identification and Mitigation (07:30 - 09:30) • Identify internal and external risks • Use of risk matrix and scoring systems • Contingency planning and mitigation strategies
- Module 10: Feasibility Study Report Writing (09:45 - 11:15) • Structure and components of a feasibility report • Executive summaries and visual presentation of data • Common errors and quality review checklist
- Module 11: Presenting Findings to Stakeholders (11:30 - 01:00) • Tailoring reports for decision-makers • Data storytelling and recommendation framing • Q&A handling and approval processes
- Module 12: Workshop - Deliver a Feasibility Presentation (02:00 - 03:30) • Group presentations of findings and peer critique

Certification

Participants will receive a Certificate of Completion in Feasibility Study & Its Importance in Project Management, validating their ability to conduct structured feasibility assessments and support project selection and planning through data-driven analysis.

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TEL:

+601116373203

EMAIL:

info@mawaevents.net