

FEASIBILITY STUDIES - PREPARATION, ANALYSIS AND EVALUATION TRAINING

“Master the Art of Evaluating Business Opportunities and Making Informed Investment Decisions.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

Every successful project begins with a well-prepared feasibility study. Whether in business, engineering, or public sector development, understanding how to assess project viability is essential to avoid costly mistakes and ensure sustainable success.

The Feasibility Studies - Preparation, Analysis and Evaluation Training course provides participants with the knowledge and tools to prepare, analyze, and evaluate feasibility studies across multiple industries. The course covers technical, financial, operational, and environmental assessments, giving professionals a complete understanding of how to make sound, data-driven investment decisions.

Objectives

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

- Understand the importance and structure of feasibility studies.
- Identify and analyze the key components of project feasibility: technical, financial, market, legal, and environmental.
- Conduct market research and demand analysis to assess project viability.
- Perform cost-benefit and financial analysis, including NPV, IRR, and ROI.
- Evaluate risk factors and develop mitigation strategies.
- Prepare comprehensive feasibility reports that support decision-making.
- Apply best practices for assessing public and private investment projects.
- Communicate study findings effectively to stakeholders and management.

Why Attend

This course helps professionals transform data into actionable insights by mastering feasibility analysis techniques. Participants will gain the skills to determine whether a proposed project is worth pursuing and how to design studies that guide confident business and investment decisions.

Target Audience

This course is suitable for:

- Project Managers and Coordinators
- Financial and Investment Analysts
- Business Development Managers
- Engineers and Technical Planners
- Government and Public Sector Officials
- Entrepreneurs and Consultants
- Anyone involved in project planning, evaluation, or investment decision-making

Individual Benefits

- Gain expertise in conducting comprehensive feasibility studies.
- Improve analytical, financial, and decision-making skills.
- Learn to identify potential risks and assess project sustainability.
- Enhance ability to prepare clear and persuasive feasibility reports.
- Strengthen confidence in evaluating business and investment opportunities.
- Increase professional value in project management and strategic planning.

Organizational Benefits

- Improve quality and reliability of investment and project decisions.
- Reduce financial and operational risks through data-driven evaluations.
- Enhance efficiency in project selection and resource allocation.
- Develop internal capacity for feasibility and business case preparation.
- Support strategic growth with evidence-based planning and execution.
- Strengthen organizational credibility with stakeholders and investors.

Instructional Methodology

The training employs a practical and analytical approach through:

- Real-life case studies of successful and failed projects
- Hands-on exercises in financial and risk analysis
- Workshops on data collection, market assessment, and forecasting
- Group work for developing feasibility study outlines and reports
- Interactive lectures and discussions with expert facilitators
- Use of templates and analytical tools for feasibility preparation
- Feedback and coaching on participant project exercises

Course Outline

- Module 1: Introduction to Feasibility Studies and Project Evaluation
- Module 2: Structure and Key Elements of a Feasibility Study
- Module 3: Market and Demand Analysis Techniques
- Module 4: Technical and Operational Feasibility Assessment
- Module 5: Financial Feasibility – Costing, Budgeting, NPV, IRR, ROI
- Module 6: Risk Identification, Assessment, and Mitigation Strategies
- Module 7: Environmental and Legal Considerations in Feasibility Studies
- Module 8: Writing and Presenting Feasibility Reports
- Module 9: Evaluating and Reviewing Completed Studies
- Module 10: Capstone Project – Preparing a Comprehensive Feasibility Study

Certification

Upon successful completion, participants will receive a Certificate in Feasibility Studies – Preparation, Analysis and Evaluation, acknowledging their capability to design, analyze, and evaluate feasibility studies for strategic decision-making and investment success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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