MERCURY

Market Research & Feasibility Studies

7 – 11 March 2027
Istanbul (Turkey)



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Ref: 16439_1020698 **Date:** 7 – 11 March 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction:

Market research and feasibility studies are pivotal in determining the viability of a business idea or project. They provide a structured approach to assess market demand, financial projections, and operational capabilities. By systematically evaluating these aspects, businesses can make informed decisions, mitigate risks, and allocate resources effectively. This Market Research and Feasibility Studies course delves into the methodologies and tools essential for conducting thorough market research and feasibility studies.

Participants will learn to analyze market trends, forecast financial outcomes, and assess technical and operational feasibility. The knowledge gained will empower professionals to craft compelling business cases and strategic plans. Ultimately, this Market Research and Feasibility Studies program aims to equip individuals with the skills to navigate the complexities of market dynamics and project planning.

Targeted Groups:

This Market Research and Feasibility Studies course targets professionals seeking specialized knowledge and skills:

- Entrepreneurs aiming to validate business ideas.
- Project managers overseeing new initiatives.
- Business analysts conducting market assessments.
- Investors are evaluating potential opportunities.
- Product managers are planning new offerings.
- Consultants advising on strategic decisions.

Course Objectives:

Participants will achieve the following objectives by completing the Market Research and Feasibility Studies course:

- Understand the fundamentals of market research and feasibility analysis.
- Identify and define target markets and customer segments.
- Analyze industry trends and competitive landscapes.
- Develop financial models to project costs and revenues.
- Assess technical and operational requirements for project implementation.
- Evaluate the legal and regulatory considerations impacting projects.
- Utilize tools and techniques for data collection and analysis.
- Prepare comprehensive feasibility reports and presentations.
- Make informed decisions based on research findings and analysis.

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Targeted Competencies:

Participants will gain the following competencies during the Market Research and Feasibility Studies program:

- Proficiency in conducting primary and secondary market research.
- Ability to segment markets and identify customer needs.
- Skills in financial modeling and cost-benefit analysis.
- Understanding of technical requirements and resource planning.
- Knowledge of legal and regulatory frameworks affecting projects.
- Competence in using analytical tools and software for data analysis.
- Capability to prepare and present detailed feasibility studies.
- Critical thinking skills to assess project viability and risks.
- Communication skills to convey findings and recommendations effectively.

Studying Scenarios:

In this Market Research and Feasibility Studies training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating the market potential for a new mobile application.
- Assessing the feasibility of opening a retail store in a new location.
- Analyzing the viability of launching a new product line in an existing market.
- Conducting a SWOT analysis for a startup entering a competitive industry.
- Preparing a financial forecast for a proposed business expansion.

Course Content:

Unit 1: Introduction to Market Research:

- Definition and importance of market research.
- Types of market research: qualitative and quantitative.
- Steps in the market research process.
- Tools and techniques for data collection.
- Designing surveys and questionnaires.
- Sampling methods and data analysis.
- Interpreting research findings.
- Reporting and presenting research results.

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Unit 2: Market Segmentation and Targeting:

- Understanding market segmentation.
- Criteria for segmenting markets.
- Identifying target markets.
- Developing customer profiles.
- Positioning strategies.
- Analyzing customer behavior.
- Market trends and forecasting.
- Case studies on market segmentation.

Unit 3: Feasibility Study Fundamentals:

- Purpose and components of a feasibility study.
- Types of feasibility: market, technical, financial, and operational.
- Conducting a needs assessment.
- Defining project scope and objectives.
- Identifying potential risks and challenges.
- Legal and regulatory considerations.
- Stakeholder analysis and engagement.
- Preparing a feasibility study report.

Unit 4: Financial Analysis for Feasibility Studies:

- Basics of financial statements: income statement, balance sheet, cash flow.
- Cost estimation techniques.
- Revenue forecasting methods.
- Break-even analysis.
- Return on investment ROI calculations.
- Sensitivity and scenario analysis.
- Budgeting and financial planning.
- Interpreting financial results.

Unit 5: Presenting Feasibility Studies:

- Structuring a feasibility study presentation.
- Visual aids and data visualization techniques.
- Communicating findings to stakeholders.
- Addressing questions and concerns.
- Writing executive summaries.
- Preparing for decision-making meetings.
- Case studies on successful presentations.
- Feedback and evaluation techniques.

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Final Insights & Key Takeaways:

This course equips participants with the essential skills to conduct thorough market research and feasibility studies. By integrating these practices, professionals can make informed decisions that enhance project success and organizational growth.