MERCURY

Feasibility Studies

15 – 19 August 2027
Istanbul (Turkey)



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Ref: 121236_1023906 **Date:** 15 – 19 August 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction to Feasibility Studies

Feasibility studies are critical in evaluating the viability of projects before significant resources are committed. This course provides a structured approach to assessing technical, financial, operational, and market feasibility. Participants will learn to identify potential risks, analyze alternatives, and make informed decisions. The program emphasizes practical applications, enabling learners to apply analytical frameworks effectively. By integrating strategic insights with data-driven methods, participants can enhance project planning and resource allocation. This course is essential for professionals aiming to strengthen decision-making and project evaluation skills.

Targeted Groups

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

- Project managers are planning new initiatives.
- Business analysts evaluating opportunities.
- Entrepreneurs seeking investment viability.
- Financial planners assess project costs and returns.
- Consultants advising on business development.
- Operations managers are improving project outcomes.
- Government and NGO officials managing funded projects.

Course Objectives

Participants will achieve the following objectives through Feasibility Studies:

- Assess project viability systematically.
- Analyze market trends and demand.
- Evaluate technical and operational feasibility.
- Conduct financial projections and cost-benefit analysis.
- Identify project risks and mitigation strategies.
- Recommend optimal project alternatives.
- Use feasibility tools for data-driven decisions.
- Strengthen strategic planning and resource allocation skills.
- Enhance project evaluation for stakeholders.
- Apply insights effectively to real-world business scenarios.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Critical thinking for project assessment.
- Technical evaluation of proposed solutions.
- Financial analysis and budget forecasting.
- Risk identification and mitigation planning.
- Market research and competitive analysis.
- Strategic decision-making.
- Problem-solving under uncertainty.
- Effective reporting for stakeholders.
- Operational feasibility assessment.
- Integrating multiple feasibility dimensions into actionable insights.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating a new product launch for market potential.
- Assessing operational feasibility for a manufacturing expansion.
- Financial analysis for a startup investment.
- Risk mitigation planning for infrastructure projects.
- Resource allocation for cross-department initiatives.
- Technical feasibility of IT systems implementation.
- Strategic decision-making for business diversification.

Course Content

Unit 1: Introduction to Feasibility Studies

- Definition and importance of feasibility studies.
- Types of feasibility: technical, financial, operational, and market.
- Project lifecycle and decision points.
- Key stakeholders in feasibility analysis.
- Common challenges and limitations.
- Overview of analytical tools and frameworks.

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Unit 2: Market Feasibility

- Conducting market research effectively.
- Analyzing industry trends and demand.
- Competitive analysis and positioning.
- Identifying target audiences and customer needs.
- Estimating market size and potential revenue.
- Strategies for market entry and growth.
- Evaluating external factors affecting demand.

Unit 3: Technical and Operational Feasibility

- Assessing technical requirements and resources.
- Evaluating infrastructure and technology needs.
- Operational workflow analysis.
- Identifying constraints and bottlenecks.
- Resource and capacity planning.
- Cost estimation for technical solutions.
- Implementation timelines and milestones.

Unit 4: Financial Feasibility

- Preparing cost estimates and budgets.
- Analyzing funding options and capital requirements.
- Forecasting revenue and return on investment.
- Conducting break-even analysis.
- Assessing profitability and financial risks.
- Sensitivity and scenario analysis for decisions.
- Reporting financial feasibility to stakeholders.

Unit 5: Risk Assessment and Decision-Making

- Identifying project risks and uncertainties.
- Evaluating impact and likelihood of risks.
- Mitigation strategies and contingency planning.
- Comparing alternatives using multi-criteria analysis.
- Integrating findings into actionable recommendations.
- Communicating results to decision-makers.
- Case studies of successful and failed feasibility studies.

Final Insights & Key Takeaways

Feasibility studies equip professionals with the skills to comprehensively evaluate projects. Applying structured analysis ensures informed, data-driven decisions that optimize resources and reduce risks.