MERCURY

Feasibility Studies: Preparation, Analysis, and Evaluation Training

19 – 23 April 2027
Nairobi (Kenya)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Feasibility Studies: Preparation, Analysis, and Evaluation Training

Ref: 15864_1066924 **Date:** 19 – 23 April 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

Feasibility studies for assessing the viability of projects and investments. This Feasibility Studies: Preparation, Analysis, and Evaluation training provides a clear decision-making and risk management framework and equips participants with the knowledge and skills to prepare, analyze, and evaluate feasibility studies effectively. It delves into the methodologies and techniques for evaluating technical, financial, and operational aspects, ensuring informed decision-making and successful project implementation.

Participants will gain hands-on experience in identifying key variables, conducting cost-benefit analyses, and assessing market conditions to deliver accurate and actionable for their organizations. The Feasibility Studies: Preparation, Analysis, and Evaluation training course provides participants with the skills to effectively prepare, analyze, and evaluate feasibility studies for business ventures and projects.

Participants learn how to prepare a feasibility study by mastering feasibility study preparation and analysis techniques. The Feasibility Studies: Preparation, Analysis, and Evaluation course delves into the meaning and importance of feasibility studies and explains why they are essential for business success. They will explore feasibility study evaluation criteria and understand feasibility studies in business analysis to ensure informed decision-making.

This Feasibility Studies: Preparation, Analysis, and Evaluation training highlights the significance of development feasibility studies, defines feasibility studies, and explains their role in determining project viability. Whether addressing business feasibility studies or understanding what a feasibility study entails, this course equips participants with practical tools to assess and enhance project success.

Targeted Groups:

- Project Managers and Coordinators.
- Business Analysts and Consultants.
- Financial Analysts and Planners.
- Investment and Risk Assessment Professionals.
- Entrepreneurs and Business Owners.
- Policy Makers and Strategic Planners.
- Engineers and Technical Team Leaders.
- Real Estate and Development Specialists.
- Academics and Researchers in Economic Feasibility Studies.

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Course Objectives:

At the end of this Feasibility Studies: Preparation, Analysis, and Evaluation course, the participants will be able to:

- Understand the key components of feasibility studies.
- Learn techniques for preparing comprehensive feasibility reports.
- Analyze financial, technical, and market feasibility effectively.
- Conduct cost-benefit analyses to support decision-making.
- Identify and mitigate potential risks in project planning.
- Evaluate project viability through real-world case studies.
- Develop skills to present findings to stakeholders convincingly.
- Enhance strategic planning and investment decision capabilities.

Targeted Competencies:

By the end of this Feasibility Studies: Preparation, Analysis, and Evaluation training, the participant's competencies will:

- Strategic Thinking and Decision-Making.
- Financial Analysis and Budgeting.
- Market Research and Assessment.
- Risk Identification and Mitigation.
- Cost-Benefit Analysis Skills.
- Technical Feasibility Evaluation.
- Report Writing and Presentation Skills.
- Problem-solving and Analytical Skills.
- Project Planning and Management Expertise.

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Course Content:

Unit 1: Introduction to Feasibility Studies:

- Understand the purpose and importance of feasibility studies.
- Learn the stages of a feasibility study.
- Identify the key elements of a feasibility report.
- Discuss the role of feasibility studies in project planning.
- Recognize different types of feasibility studies: technical, financial, and market.
- Explore industry-specific feasibility study requirements.
- Understand the critical success factors in feasibility studies.
- Differentiate between preliminary and detailed feasibility studies.

Unit 2: Preparing a Feasibility Study:

- Learn how to define project objectives and scope.
- Identify key stakeholders and their roles in the process.
- Gather and organize relevant data for analysis.
- Understand the importance of defining project assumptions.
- Develop clear, measurable criteria for success.
- Collect market data, financial information, and technical specifications.
- Create timelines and budgets for project evaluation.
- Learn how to structure the feasibility study report.

Unit 3: Analyzing the Feasibility Study:

- Analyze financial feasibility: cost estimation, revenue projections, and ROI.
- Assess technical feasibility: resource availability, technology requirements, and operational capabilities.
- Evaluate market feasibility: target audience, demand forecasting, and competition analysis.
- Conduct a risk assessment to identify potential obstacles.
- Analyze legal and regulatory considerations.
- Evaluate the environmental and social impacts of the project.
- Understand the relationship between project scope and feasibility analysis.
- Use decision-making tools like SWOT analysis and sensitivity analysis.

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Unit 4: Evaluating Feasibility Study Results:

- Learn how to assess the overall viability of a project.
- Use key performance indicators KPIs for evaluation.
- Compare actual data to projected outcomes for accuracy.
- Make informed recommendations based on study findings.
- Present feasibility results to stakeholders clearly and effectively.
- Conduct scenario planning to understand potential project outcomes.
- Identify areas for improvement or refinement in the project plan.
- Discuss strategies for decision-making based on feasibility results.

Unit 5: Practical Application and Case Studies:

- Analyze real-world case studies of successful and failed projects.
- Apply feasibility study concepts to case scenarios.
- Develop a feasibility study for a hypothetical project.
- Use templates and tools to create feasibility reports.
- Work in teams to present and critique feasibility study findings.
- Understand the common mistakes and pitfalls in feasibility studies.
- Learn how to adjust studies based on new data and changing circumstances.
- Discuss industry-specific challenges and best practices for feasibility analysis.