MERCURY

Feasibility Studies and Investment Strategies

11 – 15 January 2027
Accra (Ghana)



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Ref: 15929_1067449 **Date:** 11 – 15 January 2027 **Location:** Accra (Ghana) **Fees:** 5300 Euro

Introduction:

Feasibility studies and investment strategies are critical components in the decision-making process for any institution considering new projects or investments. This course provides a framework for analyzing the feasibility of investment projects through technical, economic, and financial assessments. Participants will learn to develop diverse investment strategies that align with organizational objectives, manage investment risks, and make informed financial decisions.

The Feasibility Studies and Investment Strategies course emphasizes integrating feasibility studies into strategic planning to ensure investments contribute to long-term success and sustainable growth. Learners will be equipped to evaluate, plan, and execute investment projects confidently and precisely. Feasibility studies and investment strategies are critical tools for evaluating and guiding business decisions.

Feasibility studies, which involve assessing the viability of a proposed project or investment, are essential for determining whether an idea is practical and profitable. To define feasibility studies, they explore technical, financial, and operational aspects, helping stakeholders understand whether a concept is worth pursuing. Understanding what a feasibility study is and why feasibility studies are important is crucial for identifying risks and opportunities early in the process.

Business feasibility studies focus on market analysis and resource allocation, while investment feasibility studies emphasize the financial returns of proposed ventures. The types of feasibility studies include technical, economic, legal, operational, and scheduling evaluations. Investment strategies involve crafting methods to achieve financial goals.

Creative investment strategies allow businesses to innovate and capitalize on unique opportunities, while effective investment strategies ensure optimized risk and return management. Impact investment strategies combine profitability with social and environmental benefits, offering a comprehensive approach to modern investing. Together, these tools form a foundation for sustainable and informed decision-making.

Targeted Groups:

- Senior management and decision-makers.
- Investment analysts and financial planners.
- Project managers and coordinators.
- Strategic planning teams.
- Entrepreneurs and business owners.
- Financial advisors and consultants.
- Risk management professionals.
- Students pursuing business, finance, or investment-related fields.

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Course Objectives:

At the end of this Feasibility Studies and Investment Strategies course, the participants will:

- Understand the key components of technical, economic, and financial feasibility studies.
- Analyze investment projects to assess their viability and potential returns.
- Develop investment strategies that align with organizational goals and objectives.
- Identify and manage investment risks to ensure optimal financial outcomes.
- Make informed financial decisions based on feasibility analysis and market conditions.
- Integrate feasibility studies into the overall strategic planning process for project execution.
- Enhance skills in evaluating and prioritizing investment opportunities.
- Learn how to balance short-term gains with long-term sustainability in investment planning.
- Equip participants with tools to assess project success and financial impact.
- Improve decision-making skills in selecting and managing profitable investment projects.

Targeted Competencies:

By the end of this Feasibility Studies and Investment Strategies training, the participant's competencies will:

- Conducting comprehensive technical, economic, and financial feasibility analyses.
- Developing and evaluating diverse investment strategies.
- Managing and mitigating investment risks effectively.
- Making informed and strategic financial decisions.
- Integrating feasibility studies into long-term strategic planning.
- Aligning investment decisions with organizational objectives and goals.
- Assessing the financial viability of potential projects.
- Enhancing decision-making capabilities in complex investment scenarios.

Course Content:

Unit 1: Introduction to Feasibility Studies and Investment Strategies:

- Understand the purpose and importance of feasibility studies in investment decision-making.
- Define the key types of feasibility studies: technical, economic, and financial.
- Learn the role of investment strategies in achieving institutional objectives.
- Explore the components of a well-structured investment strategy.
- Understand the relationship between feasibility studies and risk management.
- Introduction to strategic planning and how feasibility studies integrate into it.

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Unit 2: Analyzing Technical Feasibility of Investment Projects:

- Understand technical feasibility and its importance in project evaluation.
- Identify the key technical factors to assess in investment projects.
- Analyze the technology, resources, and capabilities needed for successful execution.
- Explore project design, technical infrastructure, and operational considerations.
- Evaluate technical risks and mitigation strategies.
- Learn how to use technical assessments to determine project viability.

Unit 3: Conducting Economic Feasibility Studies:

- Understand the economic aspects of investment projects.
- Learn to assess market demand, competition, and pricing strategies.
- Calculate the potential economic impact and benefits of an investment.
- Analyze economic risks and challenges related to the investment.
- Explore cost-benefit analysis and its role in decision-making.
- Evaluate market trends, supply chains, and economic conditions.

Unit 4: Financial Feasibility and Investment Risk Management:

- Understand financial feasibility studies and their role in investment analysis.
- Learn how to assess cash flow projections and financial models.
- Analyze sources of funding and capital structure for projects.
- Develop strategies for managing financial risks, including interest rates and currency fluctuations.
- Assess financial ratios and their impact on investment decisions.
- Understand the concept of return on investment ROI and payback period.
- Learn to make appropriate financial decisions based on the study findings.

Unit 5: Integrating Feasibility Studies into Strategic Planning:

- Understand the role of feasibility studies in strategic planning for organizations.
- Learn how to align investment strategies with institutional goals and long-term objectives.
- Integrate financial, economic, and technical feasibility findings into strategic decision-making.
- Develop methods for continuous evaluation and monitoring of projects during execution.
- Learn how to prioritize investments based on feasibility study outcomes.
- Create a roadmap for implementing successful investment strategies.
- Align feasibility studies with overall business strategies to drive institutional success.