

**Training Title**

**FEASIBILITY STUDIES: FOR PROJECT MANAGERS**

**Training Duration**

**5 days**

**Training Venue and Dates**

Ref #					
CM029	Feasibility studies	5	28 July-1 <sup>st</sup> August, 2019	\$5,500	Istanbul, Turkey

In any of the 5 star hotels. The exact venue will be intimated once finalized.

**Training Fees**

US\$ 5,500 per participant including Very useful Materials/ Handouts, Tea/Coffee, Breakfast, Snacks, Refreshments, International Buffet Lunch.

**Training Certificate**

Define Management Consultants Certificate of course completion will be issued to all attendees.

**TRAINING OVERVIEW**

**TRAINING DESCRIPTION:**

A feasibility study is an analytical tool used during a project development process to show how project would operate under a set of assumptions. These assumptions often include such factors as the technology used (the facilities, equipment, construction process, etc.), financing, (capital needs, volume, cost, of material, wages, etc.). Establishing the feasibility of projects is a critical factor in business success. A Feasibility Study is conducted to obtain an overview of the problem and to roughly assess whether feasible solutions exist prior to committing substantial resources to a project.

In this course, attendees will learn how to conduct a feasibility study with all what it entails. Case studies and practical examples will be discussed.

**TRAINING OBJECTIVES:**

After complete the course the participants will be able:

- To determine the goals and personality of the project owner.
- Market study- economic study.
- Technical and executive study of the project.
- Financial study of the project.
- The final decision or results and recommendations related to the project.
- Economic feasibility and cost effective.
- Operational feasibility with the solution work in the organization.

**WHO SHOULD ATTEND?**

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Anyone involved in preparing, writing and analyzing feasibility studies, especially project managers and project planners.

**TRAINING METHODOLOGY:**

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

**DAILY COURSE OUTLINE**

**Below topics will be covered in detail.**

**Introduction**

Importance of feasibility study, what is a feasibility study, feasibility study objective.

The objectives of establishing feasibility study

Where do you see this opportunity or project taking you?

Situation analysis, history and background of the project.

Estimation of stakeholders and potential revenues, Critical success factors, Determination of competitive advantage, Barriers to entry, costs, Definition of proposed operations/management structure and management methods, The time frames,

The initial costs involved.

Financing and projected cash flows Break even analysis,

The pay back period, Return on investment,

A report of cost benefits.

Development of an action plan for the project to proceed,

A summary of findings.

**Preliminary steps of feasibility study**

Some preliminary steps, Legal issues, Feasibility Checklist do you have what it takes?, Focus on your limited resources, The Environmental Climate,

Analyzing the Business Environment, Preliminary action items, Positioning, Feasibility Development Check lists, Understanding the market, Skills of the Firm, Assessing Strategic Capabilities,

Evaluating Capabilities v. Competitive Strengths, Strategic capabilities, Organizational culture, Strategy development, Planning, Simple feasibility test, Corporate aims, Goal Setting, Feasibility and Planning for

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a New Business,  
SWOT analysis,  
What does it take to develop a successful project?,  
Feasibility and Marketing, Innovation and your Organization,  
Feasibility and Functional Strategies,  
Pricing and Service Strategies,  
Risk management,  
Feasibility Acronyms,  
Analyzing your Competitive Position,  
Analyzing the Market Strengths of your Competitors.

**Finance and Money**

Will it show a profit?, Financial resources of the firm, Pricing strategies, Contributions to total cost, Getting paid, Breakeven analysis, Feasibility ratios, Feasibility and stock levels, Profit, loss, discounts, A basic budget, A forecast sales, profits, Sales income forecasts, Price cutting guide.

**Writing your Study**

Writing your feasibility study, Scope, Identify statutory and mandatory requirements, SWOT analysis, Resources and Competencies, Your Product, Service or Project, Stock Levels, Quality, Critical success factors, Key Suppliers Purchasing, Definition of proposed operations, Legal Issues, Analyze Other Organizations in your Industry, Feasibility for Operating Areas, Finance and projected cash flows, Further developments of the Feasibility Study.

**Note:**

**Pre & Post Tests will be conducted**

**Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.**

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