

# Feasibility Studies: Evaluation, Preparation & Analysis

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Tunis (Tunisia)

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## Feasibility Studies: Evaluation, Preparation & Analysis

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### Why This Course

Feasibility studies are essential for making informed decisions before investing time, money, and resources into a project. They help organizations determine whether an idea is practical, financially viable, technically possible, legally compliant, and aligned with strategic goals.

A well-prepared feasibility study reduces uncertainty and supports better project selection. It provides decision-makers with clear evidence, realistic assumptions, risk analysis, and professional recommendations. Without a structured feasibility process, organizations may move forward with projects that are costly, unrealistic, or unlikely to deliver expected value.

This comprehensive 5-day course equips professionals with the skills needed to conduct thorough feasibility studies from initial assessment to final reporting. Through practical tools, case studies, data analysis exercises, financial evaluation techniques, and presentation practice, participants will learn how to evaluate project viability and present recommendations with confidence and clarity.

### What You'll Learn and Practice

By joining this program, you will:

- Understand the purpose, value, and key components of feasibility studies.
- Differentiate feasibility studies from business plans and project proposals.
- Identify different types of feasibility studies and when to use each one.
- Conduct market research and analyze demand, competition, and customer needs.
- Assess technical requirements, operational capacity, and resource availability.
- Develop financial models for feasibility analysis.
- Apply cost-benefit analysis, risk assessment, and sensitivity analysis.
- Evaluate economic impact and project value.
- Understand environmental, legal, regulatory, and sustainability considerations.
- Analyze stakeholders and manage their expectations.
- Collect, analyze, and interpret data for feasibility study decisions.
- Prepare professional feasibility study reports.
- Use data visualization and executive summaries to communicate findings.
- Present feasibility recommendations to stakeholders and decision-makers.

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

## The Program Flow

### Day 1: Introduction to Feasibility Studies

- Defining feasibility studies and their importance.
- Understanding feasibility studies as decision-support tools.
- Types of feasibility studies.
- Market, technical, financial, operational, environmental, legal, and economic feasibility.
- The feasibility study process.
- Differentiating feasibility studies from business plans.
- Practical exercise: Selecting the right feasibility approach for different project ideas.

### Day 2: Market and Technical Feasibility

- Conducting market research and analysis.
- Assessing demand, customer segments, competitors, trends, and market potential.
- Assessing technical requirements and constraints.
- Evaluating operational feasibility.
- Resource assessment techniques.
- Identifying capability gaps, infrastructure needs, and implementation constraints.
- Workshop: Preparing a market and technical feasibility assessment.

### Day 3: Financial Feasibility and Economic Analysis

- Financial modeling for feasibility studies.
- Estimating project costs, revenues, cash flows, and funding needs.
- Cost-benefit analysis techniques.
- Risk assessment and sensitivity analysis.
- Testing assumptions and evaluating different scenarios.
- Economic impact evaluation.
- Practical exercise: Building a basic financial feasibility model and interpreting results.

### Day 4: Environmental and Legal Feasibility

- Environmental impact assessments.
- Identifying environmental risks, obligations, and mitigation measures.
- Regulatory compliance and legal considerations.
- Permits, approvals, contracts, governance, and legal constraints.
- Stakeholder analysis and management.
- Sustainability factors in feasibility studies.
- Workshop: Developing an environmental, legal, and stakeholder feasibility checklist.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background shows concentric circles and a checkered pattern.

## Day 5: Preparing and Presenting Feasibility Study Reports

- Structuring a comprehensive feasibility report.
- Organizing findings, assumptions, analysis, risks, and conclusions.
- Data visualization and presentation techniques.
- Developing executive summaries and recommendations.
- Presenting findings to stakeholders.
- Defending recommendations and responding to questions.
- Final activity: Presenting a feasibility study summary and decision recommendation.

## Individual Impact

- Strengthen your ability to conduct feasibility studies with structure and confidence.
- Improve your skills in market, technical, financial, legal, and environmental analysis.
- Build stronger data collection, interpretation, and evaluation capabilities.
- Enhance decision-making skills for project evaluation and selection.
- Improve report writing and presentation skills.
- Gain practical templates and tools for future feasibility studies.

## Work Impact

- Improve project selection and investment decision quality.
- Reduce the risk of pursuing unviable or poorly planned projects.
- Strengthen evidence-based decision-making across teams and departments.
- Improve communication of project risks, assumptions, and expected outcomes.
- Support better resource allocation and strategic planning.
- Increase stakeholder confidence through professional feasibility reporting.

## Training Methodology

This program uses a practical and application-focused approach to help participants prepare feasibility studies that are clear, evidence-based, and decision-ready. Learning methods include:

- Interactive discussions and guided facilitation.
- Feasibility study case studies and examples.
- Market and technical assessment exercises.
- Financial modeling and cost-benefit analysis workshops.
- Risk assessment and sensitivity analysis activities.
- Environmental, legal, and stakeholder analysis scenarios.
- Report writing and executive summary practice.
- Presentation exercises, peer feedback, and practical templates.

The graphic features the text 'UK Training' in a small, grey font above the word 'PARTNER' in a large, bold, black font. This text is positioned over a background of concentric grey circles and a chessboard pattern. In the bottom right corner, there are three chess pieces: a gold king, a silver pawn, and a silver knight.

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## Beyond the Course

Upon completion, participants will be prepared to conduct comprehensive feasibility studies for different types of projects. They will return ready to:

- Evaluate market, technical, financial, legal, and environmental feasibility.
- Collect and analyze data for project decision-making.
- Build practical feasibility models and assessment tools.
- Prepare professional feasibility study reports.
- Present findings and recommendations clearly to stakeholders.
- Support better project evaluation, selection, and investment decisions.

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