Feasibility Studies: Preparation, Analysis & Evaluation

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Doha (Qatar)



Feasibility Studies: Preparation, Analysis & Evaluation

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Why This Course

Before launching any project or investment, organizations need a clear understanding of its potential success, risks, and long-term value. Feasibility studies play a critical role in helping decision-makers evaluate opportunities, allocate resources wisely, and avoid costly mistakes. A well-prepared feasibility study provides the evidence and analysis needed to determine whether a project should proceed, be modified, or be reconsidered.

This comprehensive 1-week program is designed to give participants the practical knowledge and analytical tools required to conduct professional feasibility studies. Through structured frameworks, practical examples, and hands-on exercises, participants will learn how to evaluate projects from multiple perspectives including market, financial, operational, and technical factors. The course focuses on building strong analytical and reporting skills that support confident, data-driven decision-making.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the full structure and purpose of feasibility studies.
- Apply effective techniques for collecting, analyzing, and interpreting project data.
- Develop financial models to evaluate project profitability and sustainability.
- Assess market demand, technical requirements, and operational feasibility.
- Identify potential risks and design effective mitigation strategies.
- Prepare professional feasibility reports that support strategic decisions.

The Program Flow

Day 1: Introduction to Feasibility Studies

- Understanding the purpose and importance of feasibility studies in project planning.
- Exploring different types of feasibility studies and when to apply them.
- Reviewing the key stages of the feasibility study process.
- Identifying and engaging stakeholders involved in project evaluation.



Day 2: Market and Technical Feasibility

- Conducting market research and evaluating industry trends.
- Analyzing demand, competitors, and market positioning.
- Assessing technical requirements and technological capabilities.
- Evaluating resources, infrastructure, and operational constraints.

Day 3: Financial and Economic Feasibility

- Building financial models and forecasting project revenues and costs.
- Performing cost-benefit analysis to determine project value.
- Assessing broader economic impacts and financial sustainability.
- Conducting sensitivity and scenario analyses to test project assumptions.

Day 4: Operational and Legal Feasibility

- Evaluating operational structures and process requirements.
- Reviewing organizational capabilities and human resource needs.
- Understanding legal, regulatory, and compliance considerations.
- Assessing environmental and sustainability factors.

Day 5: Risk Assessment and Reporting

- Identifying potential project risks and uncertainties.
- Developing risk mitigation strategies and contingency plans.
- Structuring a clear and professional feasibility study report.
- Presenting findings and recommendations to decision-makers.

Individual Impact

- Develop strong analytical skills for evaluating new projects and investments.
- Improve confidence in interpreting financial, technical, and market data.
- Strengthen professional reporting and presentation capabilities.
- Gain practical experience in feasibility study methodologies.

Work Impact

- Support organizations in making informed investment decisions.
- Reduce project risks through structured feasibility analysis.
- Improve project planning and resource allocation processes.
- Enhance the quality and credibility of feasibility study reports.



Training Methodology

This program combines structured learning with practical application to ensure participants gain hands-on experience. Training methods include:

- Interactive workshops and guided discussions.
- Real-world feasibility study case analyses.
- Group exercises focused on financial and market evaluation.
- Practical templates for feasibility study preparation.
- Scenario-based activities for risk assessment and decision-making.

Beyond the Course

By the end of the program, participants will be able to:

- Conduct comprehensive feasibility studies for a wide range of projects.
- Analyze market, technical, financial, and operational factors effectively.
- Develop clear recommendations supported by data and structured analysis.
- Present feasibility findings confidently to stakeholders and decision-makers.

