COURSE BROCHURE

Preparing and Evaluating Feasibility Studies

An applied course covering the feasibility study from market and technical analysis to the financial model and sensitivity testing, and showing how to appraise a study prepared by others.

Code	HT-STR-114
Category	Strategy & Planning
Duration	1 week
Level	Intermediate

Introduction

A single investment decision built on optimistic assumptions can cost an organization years of losses. A rigorous feasibility study, and the ability to read one critically, is the first line of defense for investment committees, banks and development funds.

Objectives

- Define the scope and stages of a feasibility study from initial idea to detailed study
- Prepare a market study that estimates demand, prices and expected market share
- Estimate capital and operating costs from the technical study
- Build a financial model, calculate feasibility indicators and test their sensitivity
- Critically appraise feasibility studies submitted by other parties

Who should attend

- Investment and business development analysts
- Planning and finance staff in companies and government entities
- Credit and project finance officers in banks and development funds
- Entrepreneurs and managers of new ventures

Skills you will develop

- Market sizing and demand estimation
- Financial modeling in Excel
- Sensitivity and scenario analysis
- Critical review of study assumptions

Learning Outcomes

- Build an integrated financial feasibility model linking assumptions to projected statements
- Calculate and interpret NPV, IRR, payback period and break-even point
- Prepare a sensitivity table that identifies the variables with the greatest effect on viability
- Write an executive summary with a clear recommendation to proceed, modify or reject

Course Outline

Day 1: Study Framework and Market Study

- Stages: opportunity identification, pre-feasibility and detailed feasibility, and the scope of each

- Estimating market size and demand from secondary data and field surveys
- Competitor analysis, pricing, and market share and sales estimates

Day 2: Technical and Operational Study

- Choosing location, capacity and technology, with alternatives
- Estimating capital expenditure and the implementation schedule
- Estimating operating costs, manpower, and regulatory and environmental requirements

Day 3: Building the Financial Model

- Assumptions sheet and revenue and cost projections
- Working capital, depreciation, financing structure and loan repayment schedule
- Projected income statement, cash flow statement and balance sheet

Day 4: Feasibility Indicators and Risk Analysis

- Discount rate and cost of capital; calculating NPV, IRR and payback period
- Break-even point, sensitivity analysis and scenario building
- Economic and social cost-benefit analysis for public and development projects

Day 5: Appraising Studies and Applied Project

- Review checklist: optimism bias, consistency of assumptions and data sources
- Structure of the feasibility report and the executive summary for an investment committee or lender
- Applied project in which each group completes the feasibility model for its project and presents a recommendation

Training methodology

One running project case whose study is built day by day
Financial modeling exercises in Excel using templates participants keep
Critical review of a feasibility study containing deliberate errors
Recommendations presented to a mock investment committee

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	25 – 29 January 2027	AR	EUR 4,800
Dubai	1 – 5 February 2027	EN	EUR 4,500
London	8 – 12 February 2027	AR	EUR 5,700
Amsterdam	15 – 19 February 2027	EN	EUR 5,500
Online	22 – 26 February 2027	AR	EUR 1,800
Istanbul	26 – 30 July 2027	EN	EUR 4,800
Dubai	2 – 6 August 2027	AR	EUR 4,500
London	9 – 13 August 2027	EN	EUR 5,700
Amsterdam	16 – 20 August 2027	AR	EUR 5,500
Online	23 – 27 August 2027	EN	EUR 1,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/feasibility-studies