

Feasibility Studies and Business Planning Masterclass

Finance, Accounting, Budgeting
Geneva (Switzerland)
25 - 29 Aug 2025

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Feasibility Studies and Business Planning Masterclass

Ref: 3076_133288 **Date:** 25 - 29 Aug 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

Course Description

This intensive 5-day course equips participants with the essential skills to conduct thorough feasibility studies and develop compelling business plans. Attendees will learn to evaluate business opportunities, analyze markets, assess financial viability, and create comprehensive strategies for successful ventures.

Learning Objectives

- Master the process of conducting comprehensive feasibility studies
- Develop skills to create robust and persuasive business plans
- Learn to analyze market trends and identify viable business opportunities
- Understand financial modeling and risk assessment techniques
- Gain proficiency in strategic planning and decision-making

Course Modules

Day 1: Introduction to Feasibility Studies

- Understanding the purpose and components of feasibility studies
- Market analysis techniques and tools
- Assessing technical and operational feasibility
- Introduction to financial feasibility

Day 2: Advanced Feasibility Analysis

- Conducting in-depth market research
- Competitive analysis and positioning
- Resource requirements and availability assessment
- Risk identification and mitigation strategies

Day 3: Fundamentals of Business Planning

- Core components of a business plan
- Developing a compelling executive summary
- Crafting mission, vision, and value propositions
- Organizational structure and management team

Day 4: Financial Planning and Projections

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The board is white and black, and the pieces are gold and silver.

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- Creating financial models and projections
- Budgeting and cash flow management
- Break-even analysis and profitability assessment
- Funding strategies and investor considerations

Day 5: Strategic Implementation and Presentation

- Developing marketing and sales strategies
- Operational planning and milestones
- Crafting an implementation roadmap
- Techniques for presenting feasibility studies and business plans

Practical Wins for Participants

- Ability to conduct comprehensive feasibility studies for new business ideas
- Skills to develop professional, investor-ready business plans
- Proficiency in financial modeling and projections for business ventures
- Enhanced strategic thinking and decision-making capabilities for business success

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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