

Feasibility Studies and Business Planning Masterclass

21 – 25 June 2027
Casablanca (Morocco)

UK Training

PARTNER



Feasibility Studies and Business Planning Masterclass

Ref: 3076_150648 **Date:** 21 – 25 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Why This Course

Launching a successful business or investment initiative begins with two essential capabilities: evaluating feasibility and developing a strategic business plan. The ability to assess viability, analyze markets, and forecast financial outcomes is critical for making informed, risk-aware business decisions.

The Feasibility Studies and Business Planning Masterclass is an intensive 1-week program designed to equip participants with the analytical tools and strategic frameworks needed to evaluate opportunities, design feasible ventures, and craft investor-ready business plans. Combining real-world case studies, financial modeling, and strategic planning techniques, this course prepares professionals to transform ideas into executable, high-impact business projects.

What You'll Learn and Practice

By joining this program, you will:

- Master the process and methodology of conducting feasibility studies.
- Develop the ability to prepare comprehensive and persuasive business plans.
- Conduct in-depth market, operational, and financial analysis.
- Apply financial modeling and risk assessment techniques for decision-making.
- Design implementation roadmaps and strategies to ensure project success.

The Program Flow

Day 1: Introduction to Feasibility Studies

- The role and objectives of feasibility studies in business development.
- Structure and key components of a feasibility study.
- Market analysis: tools, data sources, and interpretation.
- Assessing technical, operational, and financial feasibility.
- Workshop: Outlining the framework for a feasibility study for a new venture.

UK Training

PARTNER

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. The board is checkered, and there are concentric circles in the background.

Day 2: Advanced Feasibility Analysis

- Conducting detailed market research and demand forecasting.
- Competitive analysis and market positioning strategies.
- Assessing resource requirements and operational capacity.
- Identifying risks and developing effective mitigation strategies.
- Case Study: Evaluating the feasibility of an emerging industry project.

Day 3: Fundamentals of Business Planning

- Key elements and structure of a professional business plan.
- Writing an impactful executive summary that attracts investors.
- Crafting mission, vision, and value propositions.
- Designing an organizational structure and defining key management roles.
- Workshop: Building a draft business plan for your selected project.

Day 4: Financial Planning and Projections

- Building financial models for feasibility and business plans.
- Preparing revenue forecasts, budgets, and cash flow statements.
- Conducting break-even and profitability analysis.
- Exploring funding options, investor perspectives, and capital structuring.
- Exercise: Creating a 3-year financial projection model in Excel.

Day 5: Strategic Implementation and Presentation

- Translating plans into action: operational and strategic milestones.
- Developing marketing and sales strategies for new ventures.
- Implementation roadmaps and performance measurement systems.
- Presentation techniques for feasibility reports and business plans.
- Capstone Project: Presenting a full feasibility study and business plan to a review panel.

Individual Impact

- Gain the capability to assess business opportunities with analytical precision.
- Build professional, investor-ready business plans from concept to execution.
- Strengthen financial modeling, budgeting, and forecasting expertise.
- Develop strategic thinking and communication skills to support business leadership.

Organizational Impact

- Improve project selection and investment decision-making.
- Strengthen strategic planning and financial forecasting processes.
- Increase organizational capability for innovation and venture development.
- Enhance the success rates of new initiatives through structured feasibility assessment.

UK Training
PARTNER



Training Methodology

This program integrates analytical rigor with practical application for maximum business impact. Learning methods include:

- Real-world feasibility study and business plan case analyses.
- Interactive workshops on market research, risk assessment, and financial modeling.
- Group projects and peer reviews of feasibility and business plans.
- Hands-on exercises using Excel and business analysis tools.
- Facilitated discussions with expert practitioners in entrepreneurship and finance.

Beyond the Course

Upon completion, participants will return equipped with the skills and tools to evaluate opportunities, prepare investor-grade business plans, and lead projects with confidence. They will be ready to:

- Conduct comprehensive feasibility assessments for new ventures or expansions.
- Design strategic, evidence-based business plans that attract investment.
- Build robust financial models and analyze business performance metrics.
- Guide organizational strategy and decision-making through data-driven insight.

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

UK Training
PARTNER