

Feasibility Studies: Preparation, Analysis and Evaluation

4 – 15 October 2027
Casablanca (Morocco)

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Ref: 321410_158973 **Date:** 4 – 15 October 2027 **Location:** Casablanca (Morocco) **Fees:** 7600 GBP

Why This Course

Sound investment and project decisions begin with a well-executed feasibility study. Whether launching a new project, expanding operations, or evaluating strategic initiatives, organizations rely on feasibility studies to assess viability, manage risk, and allocate resources wisely. Poorly designed or incomplete feasibility analysis can lead to costly failures and missed opportunities.

The **Feasibility Studies & Project Viability Excellence Program** is a comprehensive ten-day course designed to equip professionals with the knowledge, tools, and structured approach required to conduct robust feasibility studies. The program covers the full feasibility lifecycle—from scoping and market analysis to financial modeling, risk assessment, and final reporting—across technical, economic, operational, environmental, and social dimensions.

Through practical exercises, real-world case studies, and hands-on analysis, participants gain the confidence to evaluate projects rigorously and present clear, defensible recommendations to decision-makers.

What You'll Learn and Practice

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

- Understand the purpose, structure, and types of feasibility studies
- Define project scope and success criteria effectively
- Collect, analyze, and interpret data for feasibility assessment
- Conduct market, technical, operational, and financial feasibility analyses
- Apply financial modeling and capital budgeting techniques
- Identify, analyze, and mitigate project risks
- Prepare clear, professional feasibility reports and presentations
- Communicate feasibility findings confidently to stakeholders

The Program Flow 10-Day Structure

Day 1 - Introduction to Feasibility Studies

- Definition, objectives, and importance of feasibility studies
- Types of feasibility studies and when to apply them
- The feasibility study lifecycle and key stages
- Roles and responsibilities of stakeholders

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Day 2 - Project Scoping & Preliminary Analysis

- Defining project objectives, assumptions, and boundaries
- Conducting preliminary market and industry analysis
- Identifying key success factors and constraints
- Initial risk identification and screening

Day 3 - Market Feasibility

- Market research methods and data sources
- Demand analysis and forecasting techniques
- Competitive and industry landscape analysis
- Market entry and positioning strategies

Day 4 - Technical Feasibility

- Assessing technical requirements and alternatives
- Technology evaluation and selection criteria
- Infrastructure, capacity, and resource planning
- Scalability, flexibility, and future-proofing considerations

Day 5 - Operational Feasibility

- Organizational structure and operational capabilities
- Process design and operational workflows
- Human resource requirements and capacity planning
- Legal, regulatory, and compliance considerations

Day 6 - Financial Feasibility Part I

- Cost estimation and cost structuring techniques
- Revenue forecasting and pricing assumptions
- Cash flow analysis and financial projections
- Break-even and profitability analysis

Day 7 - Financial Feasibility Part II

- Capital budgeting techniques NPV, IRR, Payback Period
- Sensitivity analysis and scenario modeling
- Evaluating financial risk and uncertainty
- Funding options and financial structuring



Day 8 - Environmental & Social Impact Assessment

- Environmental impact identification and assessment
- Social impact evaluation and stakeholder considerations
- Sustainability and ESG integration
- Corporate social responsibility implications

Day 9 - Risk Assessment & Mitigation

- Identifying and categorizing project risks
- Qualitative and quantitative risk analysis techniques
- Developing risk mitigation and response strategies
- Contingency planning and risk governance

Day 10 - Feasibility Report Preparation & Presentation

- Structuring a professional feasibility study report
- Data visualization and presentation best practices
- Writing executive summaries and recommendations
- Presenting and defending feasibility findings to stakeholders

Individual Impact

Participants will leave the program with:

- The ability to conduct comprehensive feasibility studies across industries
- Stronger analytical and financial evaluation skills
- Practical tools and templates for feasibility analysis
- Greater confidence in project evaluation and investment decisions
- Improved presentation and stakeholder communication capabilities

Organizational Impact

Organizations will benefit through:

- More informed, evidence-based project decisions
- Reduced investment risk and improved capital allocation
- Higher-quality feasibility studies and business cases
- Stronger alignment between strategy, projects, and resources
- Enhanced credibility of project recommendations

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

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Training Methodology

The program uses a highly applied, decision-oriented learning approach, including:

- Real-world feasibility study case examples
- Hands-on financial modeling and analysis exercises
- Practical tools, templates, and feasibility frameworks
- Group workshops and scenario-based discussions
- Expert-led sessions linking theory to real investment decisions

Beyond the Course

After completing the program, participants will be ready to:

- Lead feasibility studies for complex projects and initiatives
- Support strategic decision-making with robust analysis
- Present clear, defensible recommendations to senior stakeholders
- Contribute to stronger project selection, prioritization, and success

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.

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